

# General Plan Advisory Committee Meeting

January 18, 2024

# Note about Public Comment

- In view of disruptions that have recently occurred at other local government public meetings, this is to remind members of the public that meetings for the City of Petaluma are limited public forums.
- Members of the public are asked to stay on topic on agenda items.
- Speakers not on topic may be asked to hold comment to the public comment period.
- Speakers are welcome to speak on agenda items towards the end of the discussion of each topic.
- General Public Comment will be at the end of this meeting.

# GPAC Roll Call

1. Dave Alden
2. Stephanie Blake
3. Phil Boyle
4. Mary Dooley
5. Ali Gaylord
6. Yensi Jacobo
7. Sharon Kirk
8. Roger Leventhal
9. Iliana Inzunza Madrigal
10. Roberto Rosila Mares
11. Brent Newell
12. Kris Rebillot
13. Bill Rinehart
14. Joshua Riley Simmons
15. Lizzie Wallack
16. Bill Wolpert

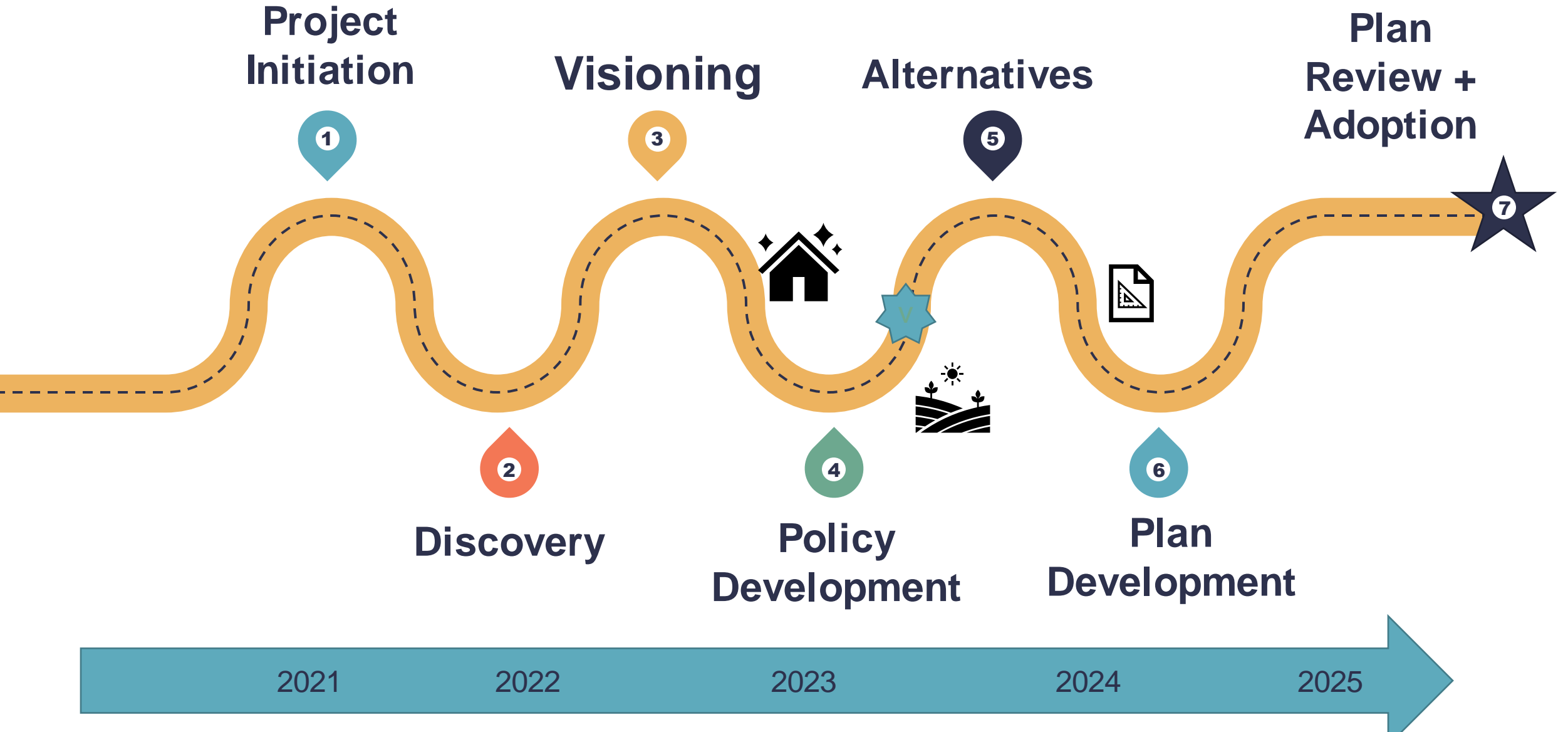
# Meeting Overview

- Roll Call and Logistics
- Project & Staff Updates
- Land Use Alternatives
  - ❖ Presentation
  - ❖ Public Comment
  - ❖ GPAC discussion
- GPAC General Comment
- General Public Comment



# Project & Staff Updates

# Project Roadmap



# GPAC Meeting Sequencing

1. Introduction of Updated Flood & Sea Level Rise Modeling & Maps (September)
2. Discussion of Flood Resilience Strategies (October)
3. Re-initiate Discussion of Land Use (November)
4. **Input on Land Use Alternatives (today!)**



# Policy Frameworks: Upcoming Work

- City finalizing review of Administrative Draft Policy Frameworks
- Intent is to publish all Frameworks simultaneously
- Working Group review of frameworks will follow
- Lots of outreach and engagement to come!



# UGB Ballot Measure

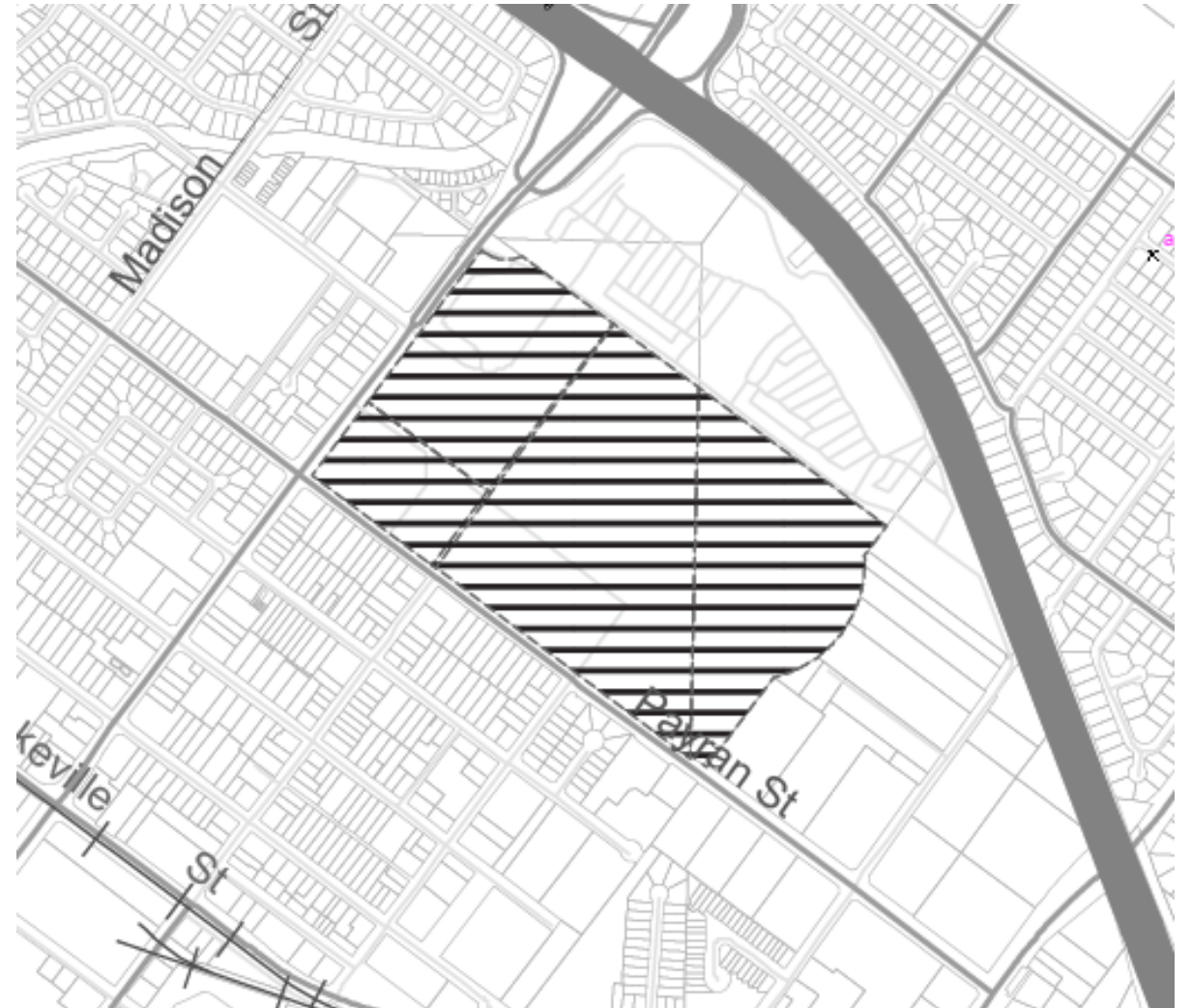
- City Council Discussion at January 22nd CC meeting
- Targeting November 2024 ballot to extend UGB

# Fairgrounds

- Master Plan effort estimated to start in 2024, to include robust public engagement
- Informed by Guiding Principles developed through the Healthy Democracy project

For updates

visit: <https://cityofpetaluma.org/fairgroundsupdate/>



# Blueprint for Climate Neutrality

- The Climate Action Commission and other CCBs are reviewing the draft
- Planning Commission will provide feedback on draft
- Final draft will be reviewed by CAC and PC

# Flood and SLR Mapping Effort

- Flood SLR mapping was presented to City Council January 3

# Clarifying Questions from GPAC Members

# Land Use Alternatives – Part II

# What are “Land Use Alternatives”?

- “Land Use” refers to the land use mix and intensity – the kinds of uses or buildings that are allowed, and how big or intense those uses or buildings can be.
- In the General Plan, the allowed uses and intensities are specified in the land use “designations” assigned to each parcel, such as open space, residential, commercial, or mixed-use.
  - Those designations will be shown on the General Plan Land Use Policy Map, and zoning will have to be consistent with that map.
  - General Plan land use policy and zoning are the foundation of the City Council’s ability to regulate and make decisions on land use.
- “Land use alternatives” are **options to explore for potential changes in General Plan land use designations** (i.e., the mix of use and intensity)

# Land Use Alternatives Workflow

## Foundations

- Existing Conditions
- Area Profiles
- Pipeline Projects
- Vision & Guiding Principles
- Diagrams: Areas of Discussion, Key Strategies
- What-ifs: test ideas to inform Alternatives
- Housing Element
- Housing Economic Feasibility

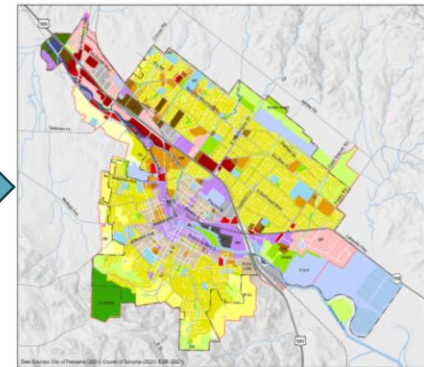
## Recent Analysis

- Updated flood/SLR mapping
- Flood Resilience Strategy Ideas
- Active Transportation Plan
- Land Use Policy Strategy Ideas
- Parks and Open Space Network

## Land Use Alternatives

- Alternatives Development
- Alternatives Analysis
- Community input
- Draft Preferred Land Use Map
- Analysis of Preferred Land Use Map
- Community Input
- Select Preferred Land Use Alternative

## Updated Land Use Designations map



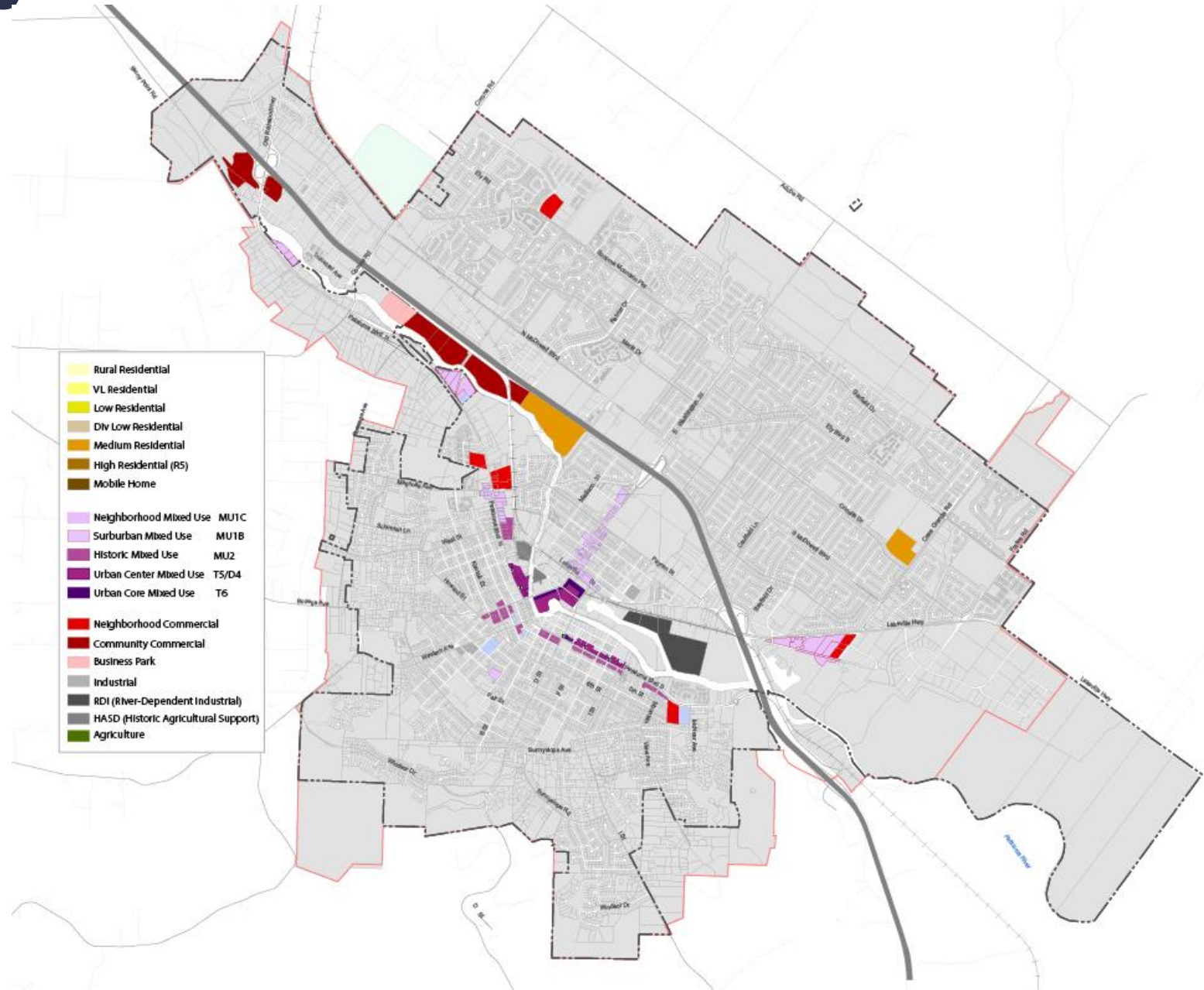


# Land Use Next Steps

1. “Areas of Discussion” (November-December)
2. **GPAC input on Alternatives** (January - **today!**)
3. Alternatives Analysis & Briefing Book (January - March)
4. Community Input (Spring)
5. Draft Preferred Land Use Map
6. Analysis of Preferred Land Use Map
7. Community Input (Summer)
8. Select Preferred Land Use Alternative

# Purpose of Today's Discussion

On key opportunity sites, what land use options should we explore?



# Land Use Alternatives – Overview and Recap

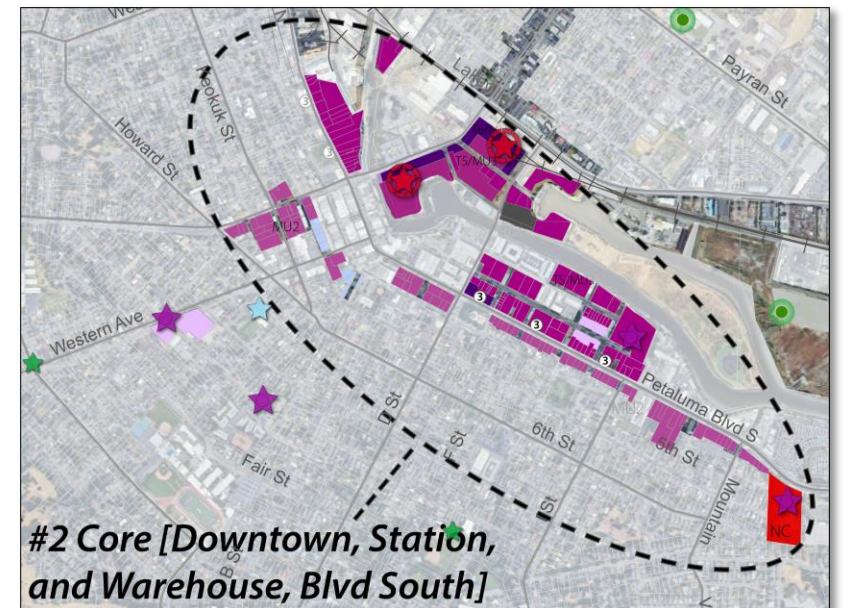
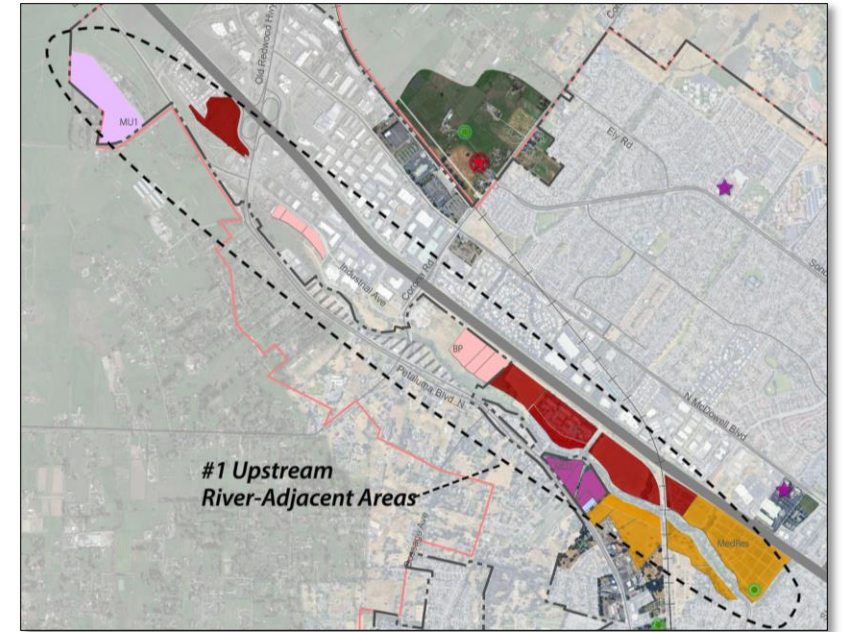
# Consensus from November GPAC Meeting

- **Area 1**

- Agreement: preserve a consistent open space buffer along the river
- Strong support for community greenway / parkway concept

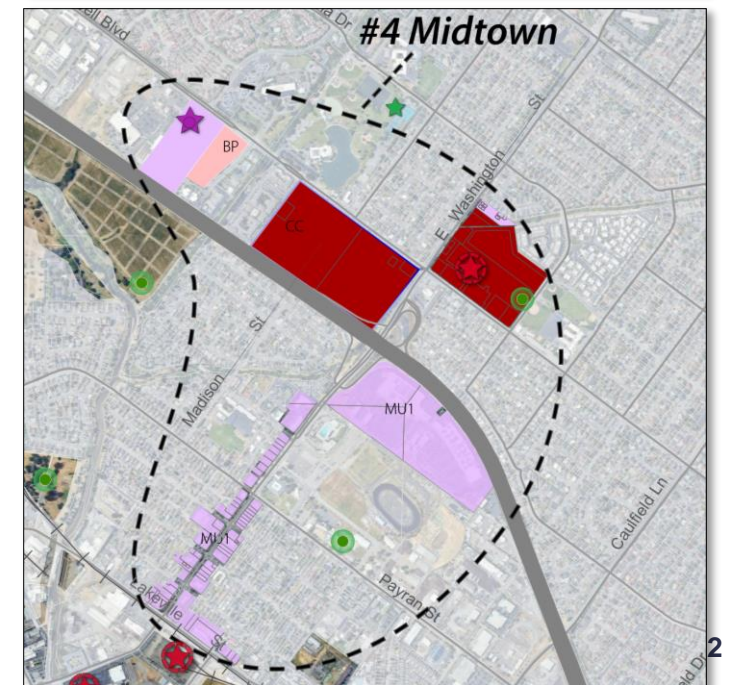
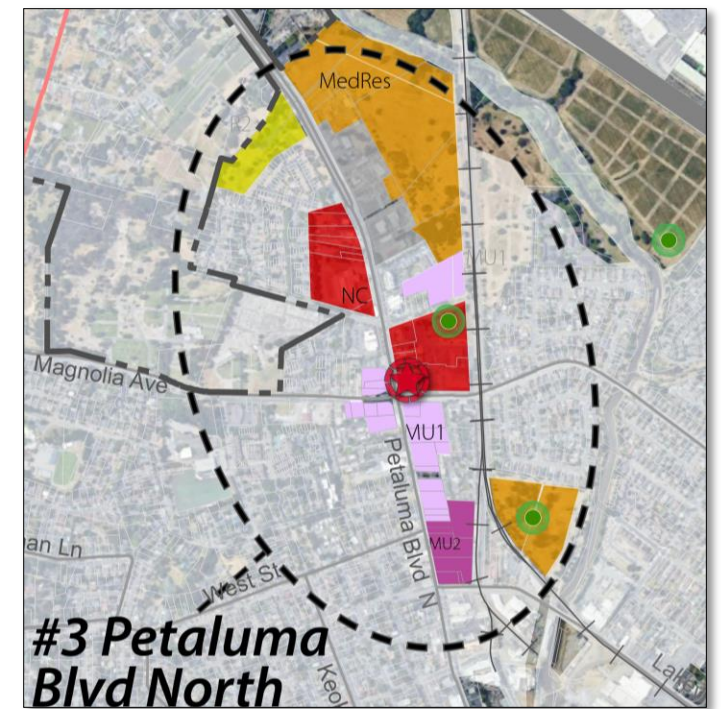
- **Area 2:**

- Agreement: protect Downtown with future resilience and adaptation improvements/projects
- Agreement: don't change Warehouse District GPLU



# Consensus from Previous GPAC

- **Area 3:**
  - Agreement: invite community input on intensifying the Lucky's site and the MU1 (light pink) areas
- **Area 4**
  - Agreement: invite community input on the East Washington Street corridor
  - Agreement: invite community input on Washington Square



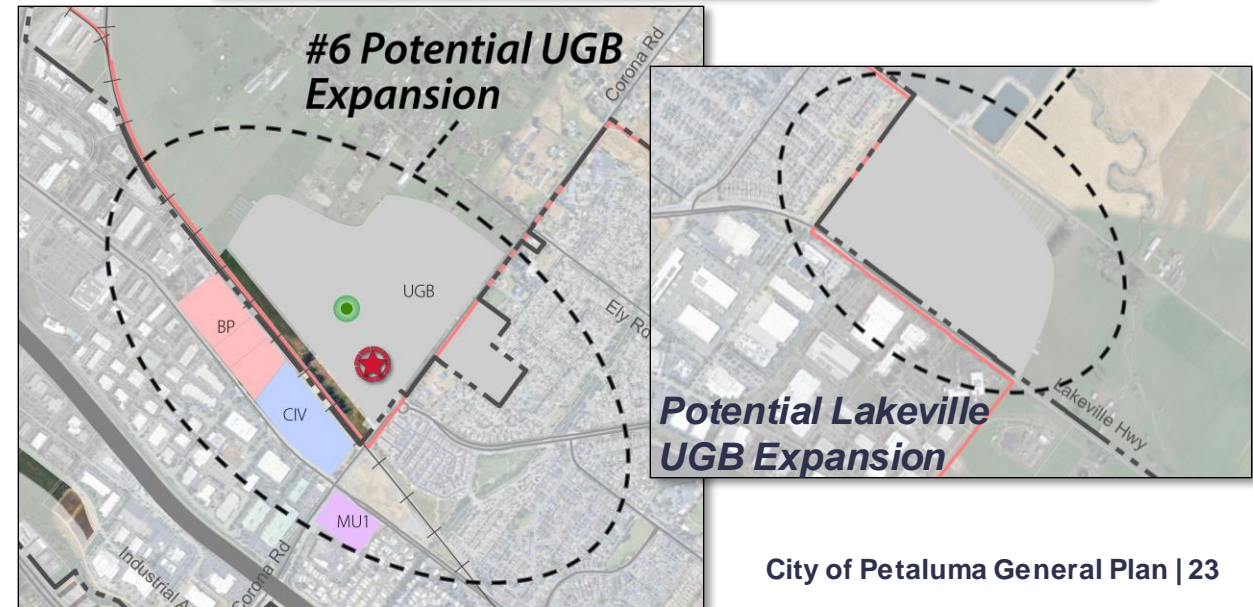
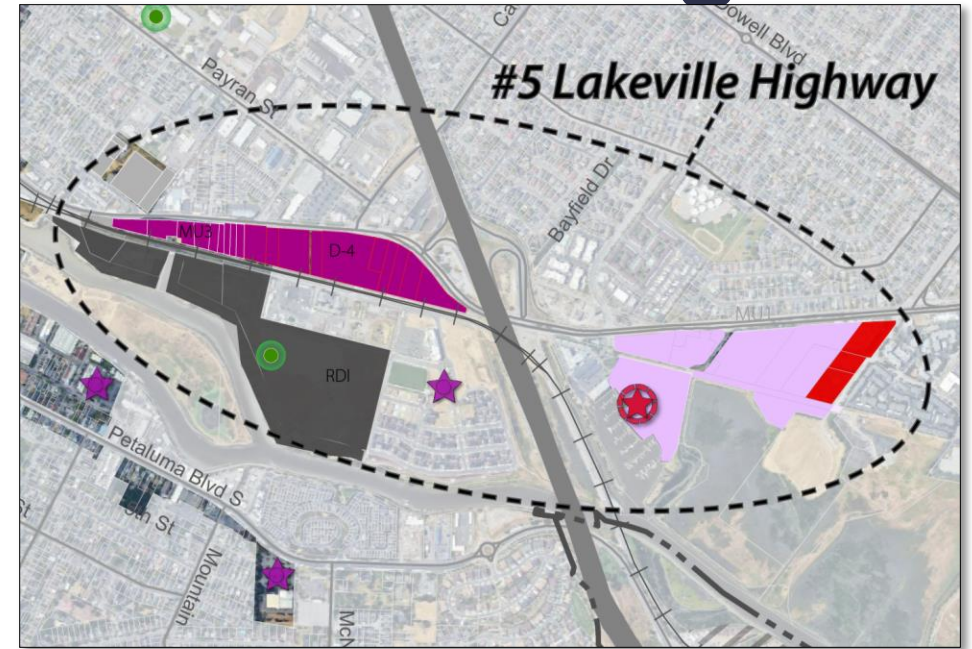
# Consensus from Previous GPAC Meeting

- **Area 5:**

- Agreement: invite community input on changing GPLU on RDI-designated areas owned by Scannell
- Agreement: don't change GPLU in the Western Lakeville Hwy area

- **Area 6**

- Agreement: explore UGB expansion near future Corona Station
- Agreement: don't consider UGB expansion for southern Lakeville



# Areas where GPAC guidance is Needed

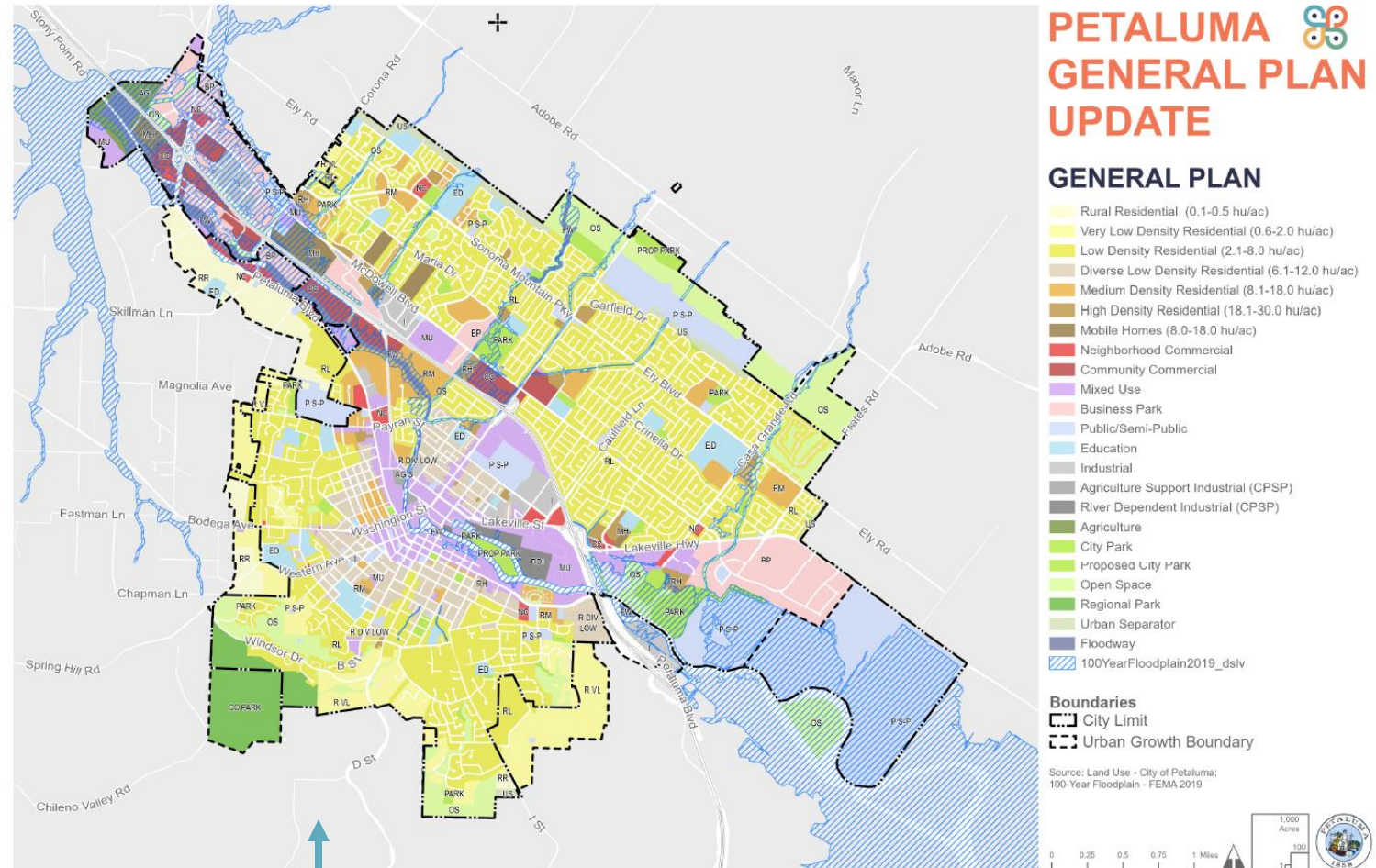
- **Area 2:**
  - Historic Downtown
  - Historic Agricultural Industrial
  - Petaluma Blvd South, middle
  - Bowling Alley
  - Western and Baker (Creamery)
- **Area 3:**
  - Petaluma Blvd North, upper segment
  - The Outlets
- **Area 4:**
  - East Washington corridor
  - Casa Grande
  - Leghorn Marketplace
- **Area 5:**
  - Scannell Site
  - East Lakeville Highway area
- **Area 6: Corona UGB Expansion**

# Land Use Designations



# What are General Plan land use designations?

- Establishes allowed uses
- Sets maximum residential density (Dwelling Units Per Acre) and/or commercial intensity (Floor Area Ratio)
  - *In some cases, sets minimum densities*
- Describes the general character envisioned



Current GPLU Map

# Types of Designations

- **Residential:** Rural, Very Low, Low, Diverse Low, Medium, High, Mobile Home
- **Mixed Use:** *1 GP designation encompasses all mixed-use zones in Zoning Code (4) and in CPSP (2)*
- **Commercial:** Neighborhood, Community, Business Park
- **Industrial:** Industrial, River-Dependent (CPSP), Historic Agriculture Support (CPSP)
- **Public:** Public/Semi-Public, Education
- **Open Space:** Agriculture, City Park, Proposed City Park, Open Space, Regional Park, Urban Separator, Floodway

# Residential Designations

	Name		Height	Density		Name		Height	Density
	Rural Residential		2 stories, 25'	0.1 - 0.6 du/acre		Medium Residential [R4]		3 stories, 35'	8.1 - 18.0 du/acre
	Very Low Residential (R1)		2 stories, 25'	0.6 - 2.5 du/acre		High Density Residential [R5]		4 stories <i>(up to 5 stories w/ exception)</i>	18.1 - 30.0 du/acre
	Low Residential (R2)		2 stories, 25'	2.6 - 8.0 du/acre		Mobile Home		1 story	8.0 - 18.0 du/acre
	Diverse Low Residential (R3)		2 stories, 25'	6.1 - 12.0 du/acre					

# Mixed Use Designations

- Only one mixed use designation in the GP
- Four mixed-use zones in Zoning Code and SmartCode
  - *Note: Alternative maps show these zones rather than GPLU in mixed use areas to give a fuller picture*

	Name		Height	Density
	MU1 (A/B/C) (Corridor, Suburban, Neighborhood)		2 stories, 30' (3 in certain cases)	2.5 FAR 30 DU/Acre
	MU2 Historic Mixed Use		4 stories, 45'	30 DU/Acre
	[T5] "MU3" Urban Center Mixed Use		4 stories, 50' (up to 6 stories w/ exception) 3 stories along Petaluma Blvd S	50 DUA (assumed)
	[T-6] "MU4" Urban Core Mixed Use		6 stories, 70'	80 DUA (assumed)

# Non-Residential Designations

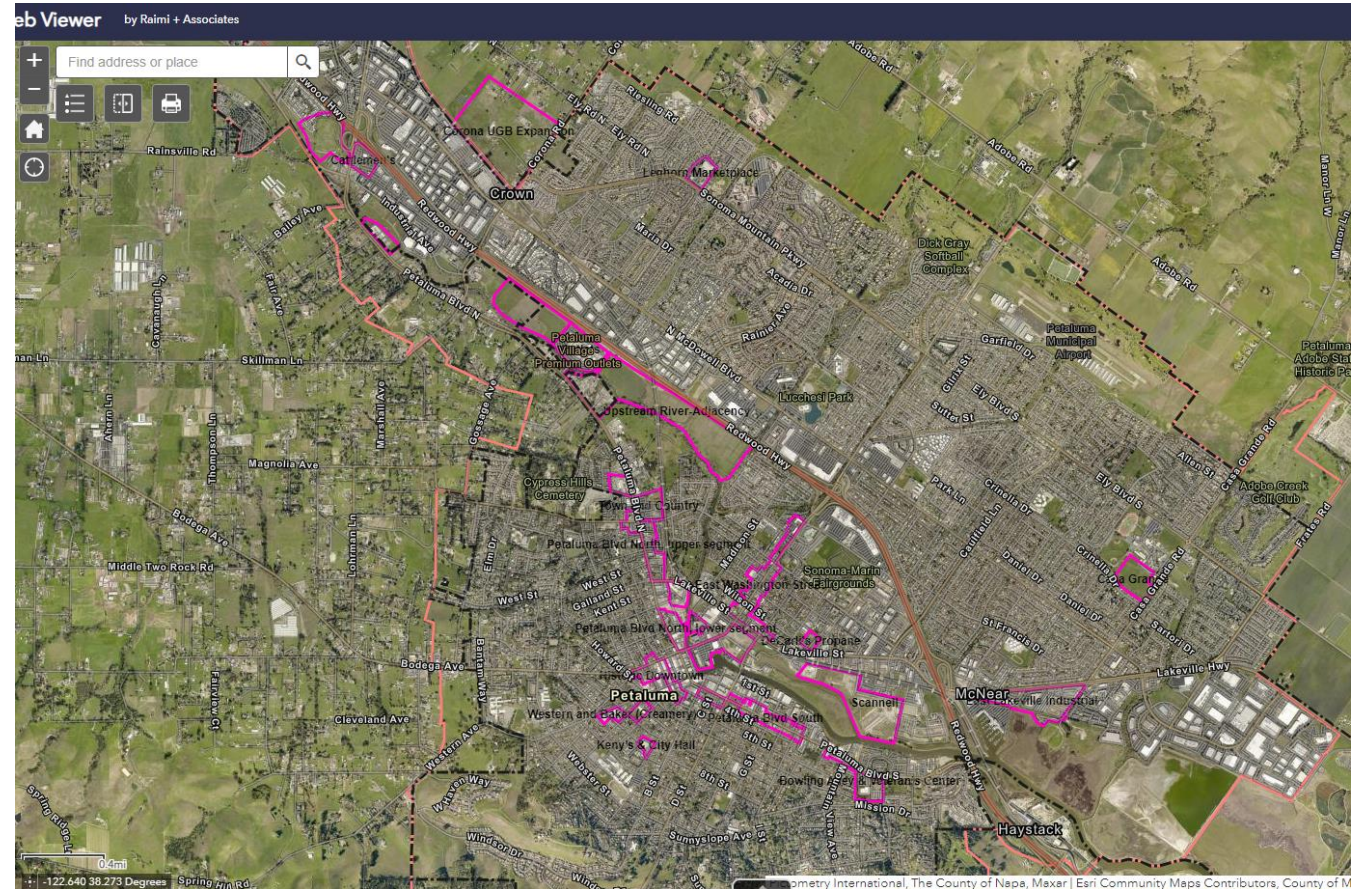
- Retail/services/restaurants
- Corner stores
- Shopping centers
- Office parks
- PDR/manufacturing
- River-related stuff
- Agricultural-related processing

	Name		Height	Density
	Neighborhood Commercial		2 stories	0.8 FAR
	Community Commercial		3 stories, 40'	1.2 FAR
	<i>Business Park</i>		3 stories, 40'	1.5-3.0 FAR
	Industrial		3 stories, 40'	0.6 FAR
	RDI River-Dependent Industrial		6 stories	<i>None (matches T6 zone)</i>
	Historic Agriculture Support Industrial		4 stories	<i>None (matches T5 zone)</i>

# Overview of ArcGIS Online

# ArcGIS Online (AGOL) Webmap

- This is a *working map to inform* staff and GPAC discussion
- We will create a simpler and more streamlined version for community engagement that includes a survey



<https://raimi.maps.arcgis.com/apps/webappviewer/index.html?id=4db152b2ace94ea1857a33c0306494d8>

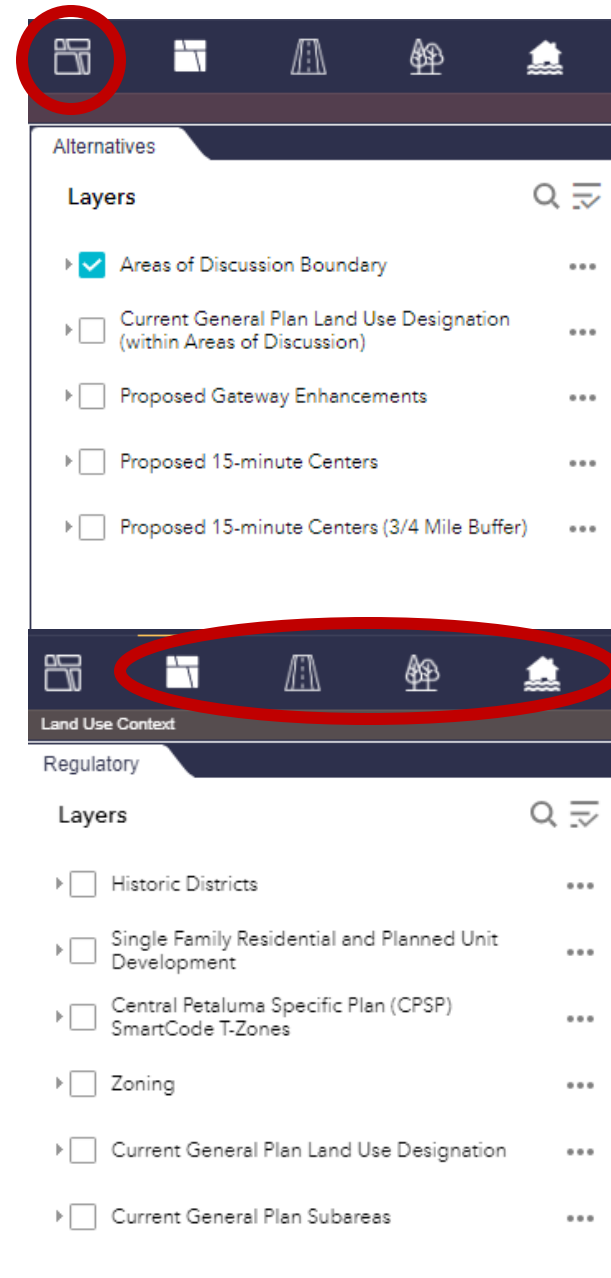
# AGOL – How to Use

Click on tabs to view groups of layers; check layer boxes to turn layers on and off

Lefthand tab includes the “Areas of Discussion Boundary” layer, which outlines parcels where land use alternatives are being considered

Next four tabs include background and reference layers, such as:

- Land use regulatory layers and context
- Transportation
- Parks and Public Facilities
- Housing Element sites, DACs, and flood/sea level rise projections

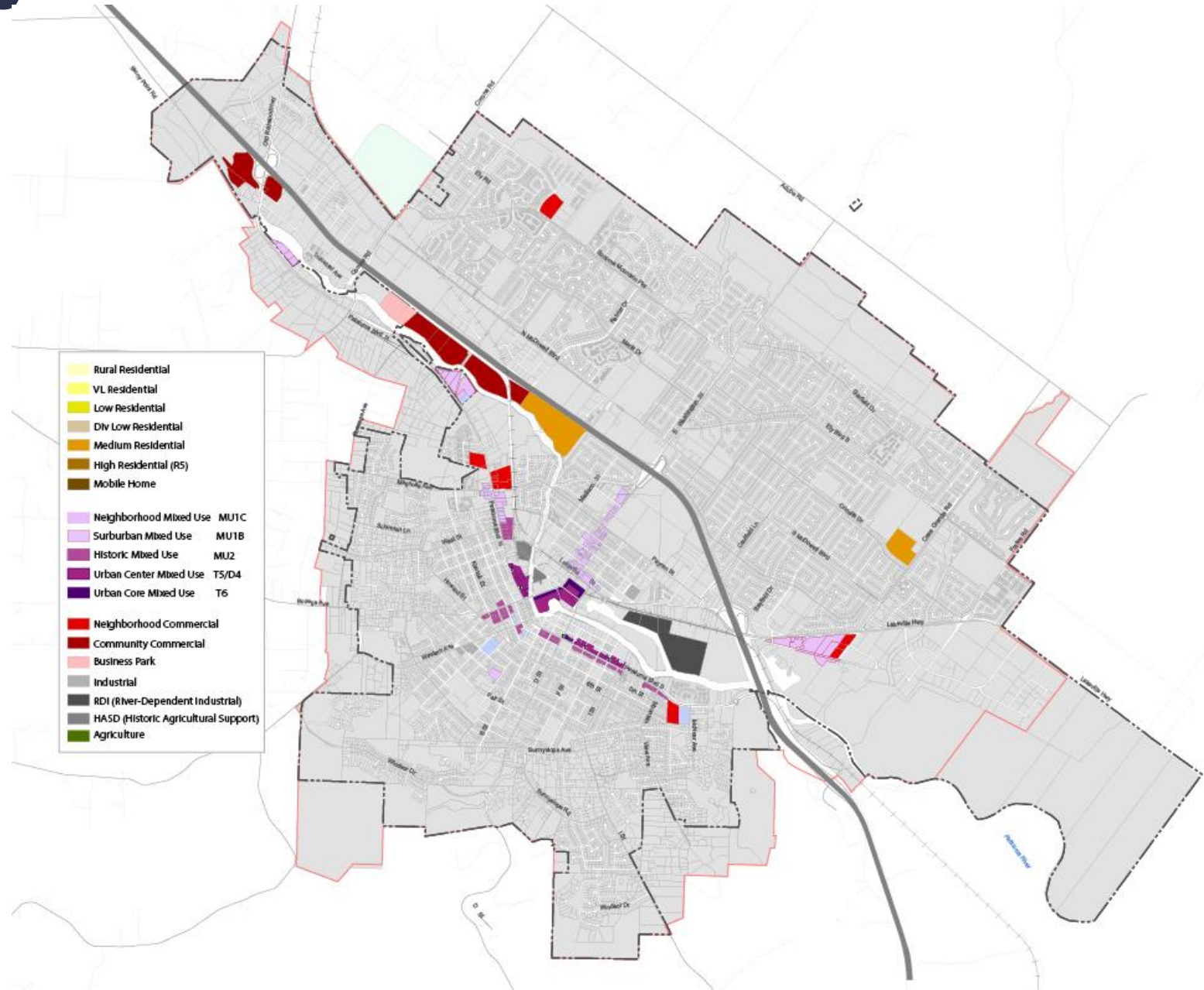










# Public Comments

# Purpose of Today's Discussion























On key opportunity sites, what land use options should we explore?



# Slide Legend

-  • Proposed minor intensification
-  • Proposed major intensification
-  • Proposed minor de-intensification
-  • Proposed major de-intensification
-  • Proposed diversification of uses
-  • Proposed reduction of land uses allowed

## Current General Plan Land Use Designations

	Rural Residential	
	VL Residential	
	Low Residential	
	Div Low Residential	
	Medium Residential	
	High Residential (R5)	
	Very High Residential (R6)	
	Mobile Home	
	Neighborhood Mixed Use	MU1C
	Suburban Mixed Use	MU1B
	Historic Mixed Use	MU2
	Urban Center Mixed Use	T5/D4
	Urban Corridor Mixed Use	T5.5
	Urban Core Mixed Use	T6
	Urban Station Mixed Use	T8
	Neighborhood Commercial	
	Community Commercial	
	<i>Flex/Maker</i>	
	Business Park	
	Industrial	
	RDI (River-Dependent Industrial)	
	HASD (Historic Agricultural Support)	

# Area #2A Map Discussion

# Area 2.1: Historic Downtown

## Policy Question

- Should the General Plan allow additional uses and active ground floors while maintaining the distinct character of the Historic Downtown?
  - a) Allow flex, maker spaces, and live/work units on ground floors
  - b) Allow arts & crafts uses; offer incentives to build artist's lofts
  - c) Allow and intentionally attract more visitor/tourist-serving uses

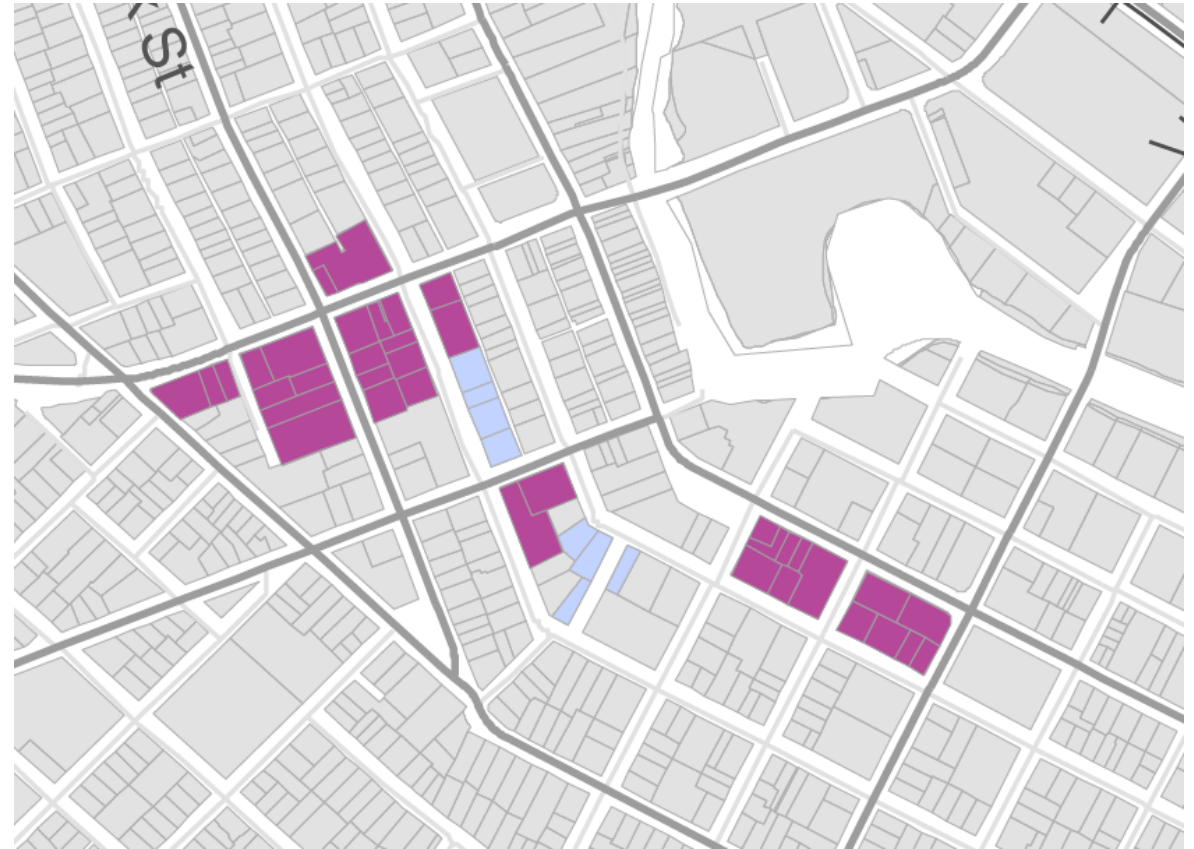


MU designation allows retail, residential, service commercial, and/or offices

# Area 2.1: Historic Downtown

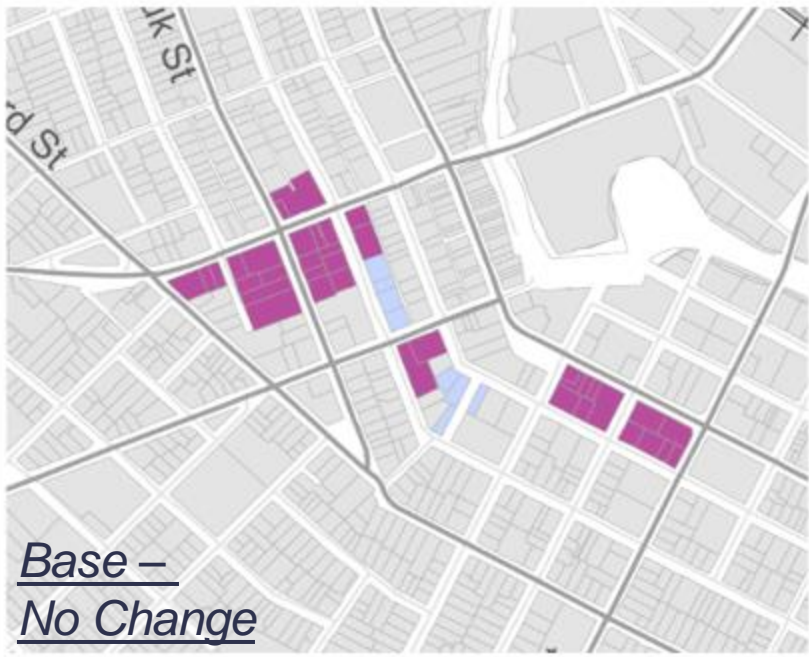
## Land Use Alternative Concepts

1. No change (4-stories, MU2)
2. 6-stories within the currently proposed overlay areas
3. 6-stories within the proposed overlay, plus key opportunity sites (A Street Parking Lot, Beauty Bar, Shell Station)
4. 6-stories allowed within entire historic downtown

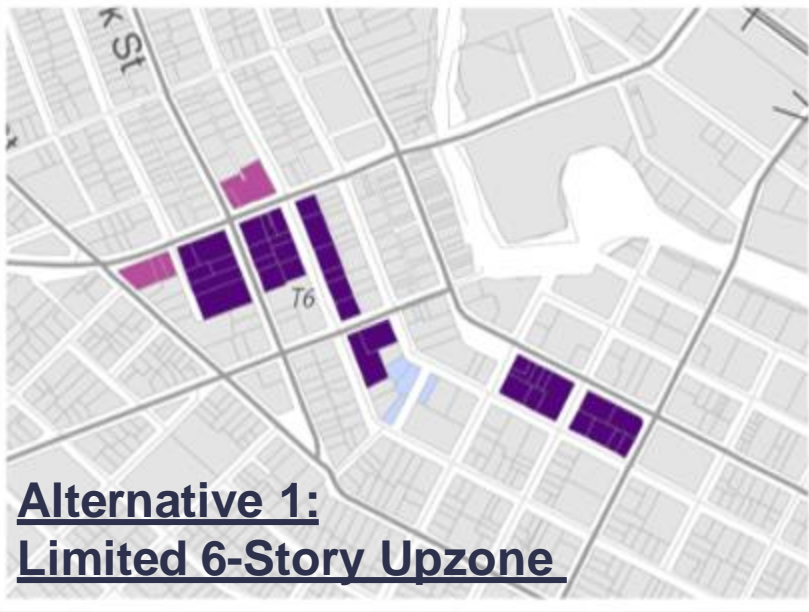


	MU2 Historic Mixed Use		4 stories, 45'	30 DU/Acre
	Public/Semi-Public			

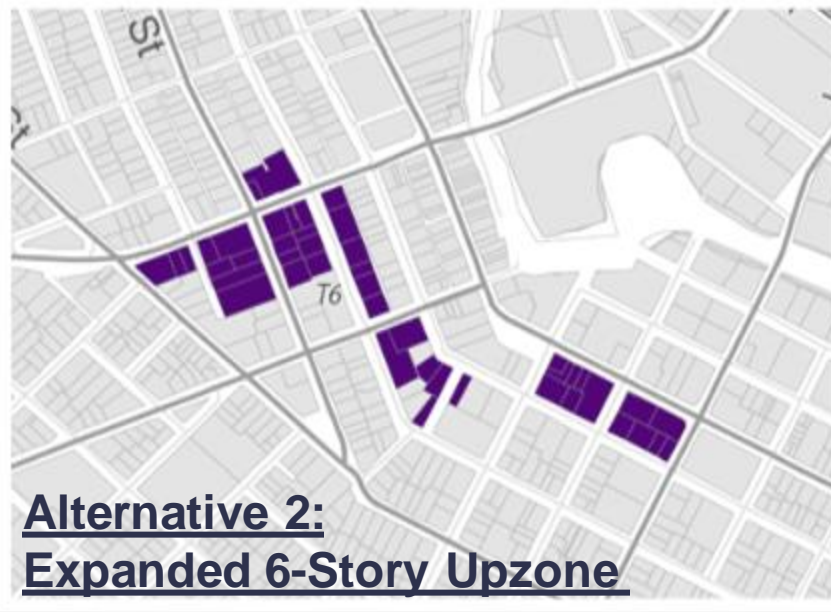
# Area 2.1: Historic Downtown



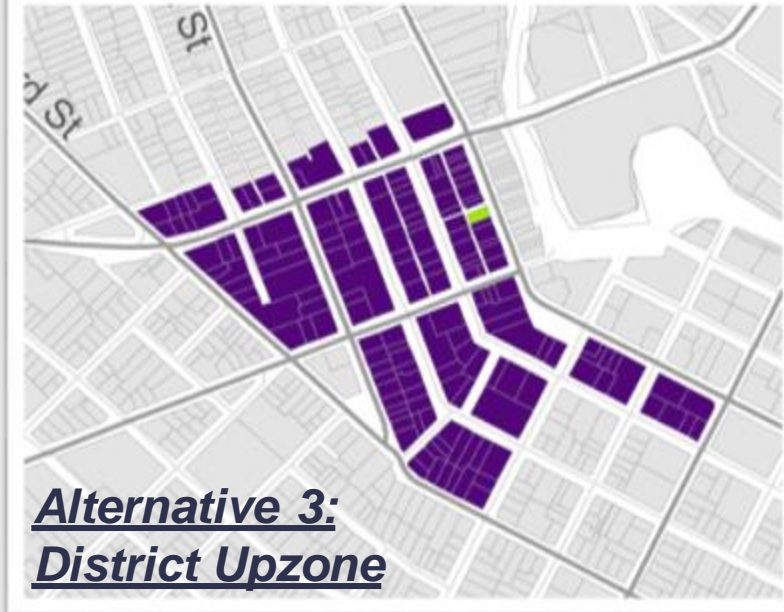
Base –  
No Change



Alternative 1:  
Limited 6-Story Upzone








Alternative 2:  
Expanded 6-Story Upzone



Alternative 3:  
District Upzone

# Area 2.3: Historic Agricultural District

## Land Use Alternative Concepts

1. No change (*Historic Ag Industrial*)
2. Allow 4-story mixed use 
3. Allow 6-story mixed use  
4. Allow 8-story mixed use\* (?)  

Should this area be a policy question instead of alternative? Is this something to ask for community input about?





# Area 2.3: Historic Agricultural Industrial District



Base:  
No Change



Alternative 1:  
4-Story Mixed



Alternative 2:  
6-Story Mixed



Alternative 3:  
8-Story Mixed

# Area #2B Map Discussion

# Area 2.5: Petaluma Blvd South

## Policy Question

- Four story mixed-use is allowed in Warehouse District except on the north side of Petaluma Blvd South (limited to 3 stories). Should 4 stories be allowed at the street?

## Land Use Alternative Concepts?






- Along the south side of Petaluma Blvd South, four-story mixed use is allowed. Should this change?
  - No change*
  - Upzone to allow six stories with Planning Commission approval (T5)
  - Downzone to 2/3-story mixed use

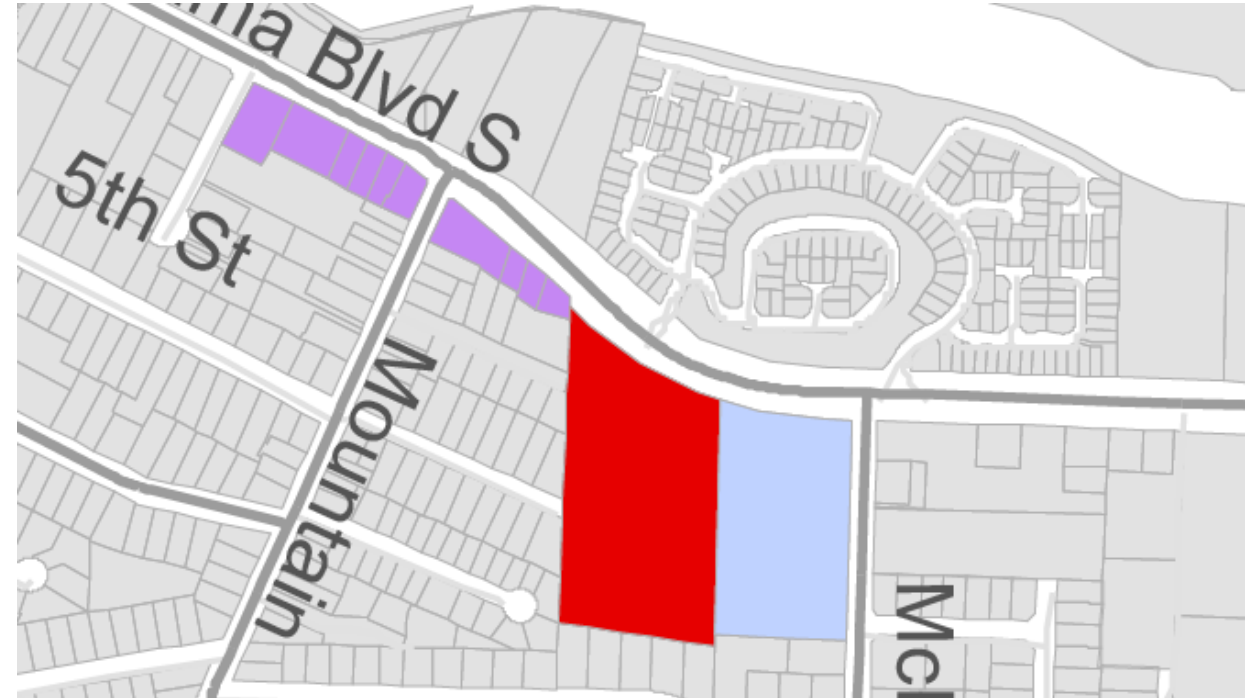


	MU2 Historic Mixed Use		4 stories, 45'	30 DU/Acre
	[T5] "MU3" Urban Center Mixed Use		4 stories, 50' (up to 6 stories w/ exception) 3 stories along Petaluma Blvd S	50 DUA (assumed)
	[T-6] "MU4" Urban Core Mixed Use		6 stories, 70'	80 DUA (assumed)

# Area 2.6: Bowling Alley & Veteran's Center

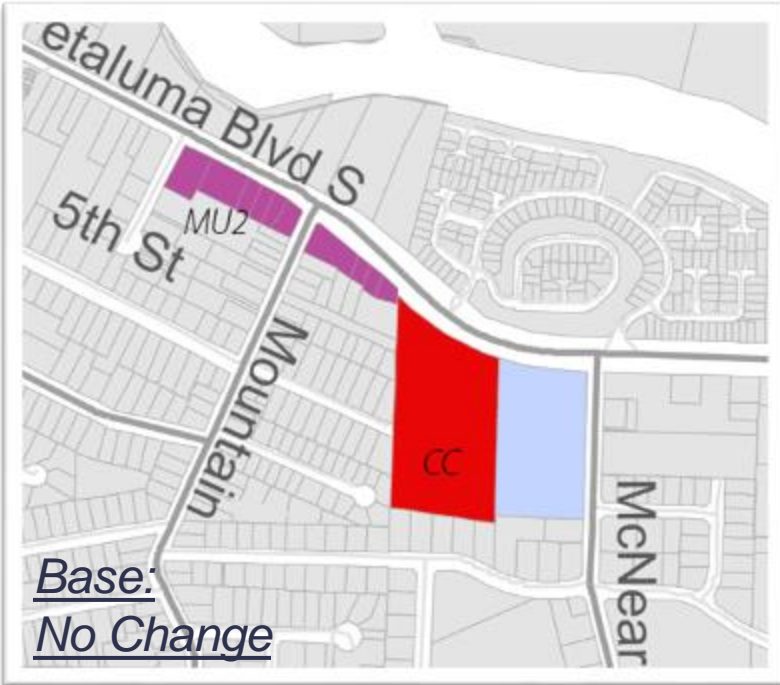
## Land Use Alternative Concepts

1. No change (NC/Public)
2. Allow 2/3-story mixed use (MU1) 
3. Allow 4-story mixed use (MU2)  
4. Allow 5-story mixed use\*  



	Neighborhood Commercial		2 stories	0.8 FAR
	MU2 Historic Mixed Use		4 stories, 45'	30 DU/Acre
	Public/Semi-Public			

# Area 2.6: Bowling Alley & Veteran's Center



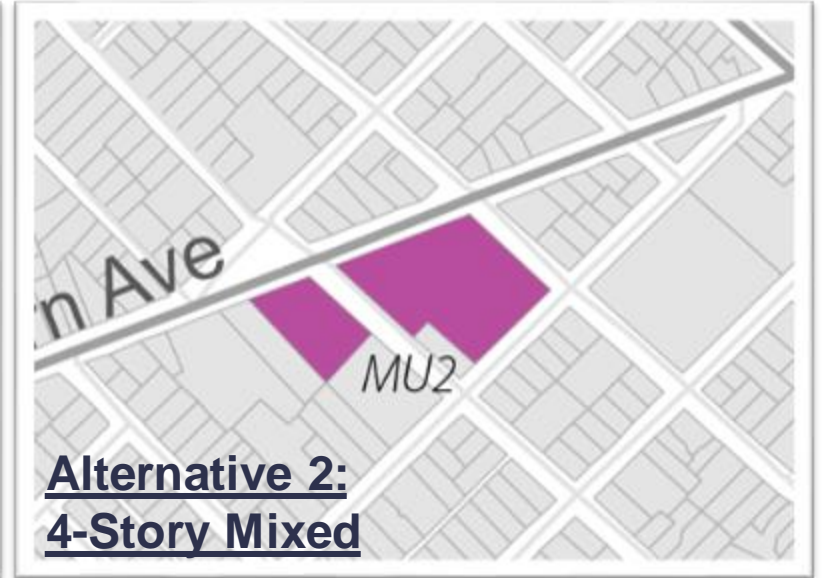
# Area 2.7: Western and Baker (Creamery)

## Land Use Alternative Concepts

1. No change (Industrial)
2. Allow 2/3-story mixed use (MU1)
3. Allow 4-story mixed use (MU2)



# Area 2.7: Western and Baker (Creamery)



# Area #3 Map Discussion



# Area 3: Petaluma Blvd North, upper segment

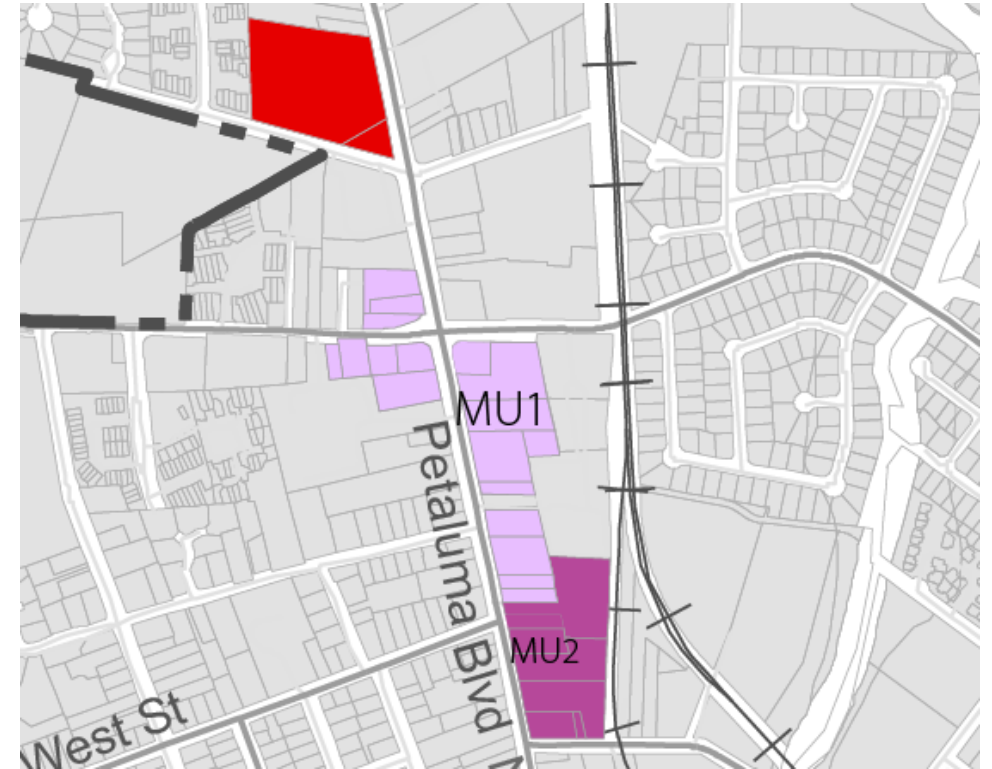
## Land Use Alternative Concepts

1. *No Change*

2. Allow 3-story standalone residential at Marina Unlimited (MU1) and Allow 4-story mixed use from Magnolia to Paseo del Olmo

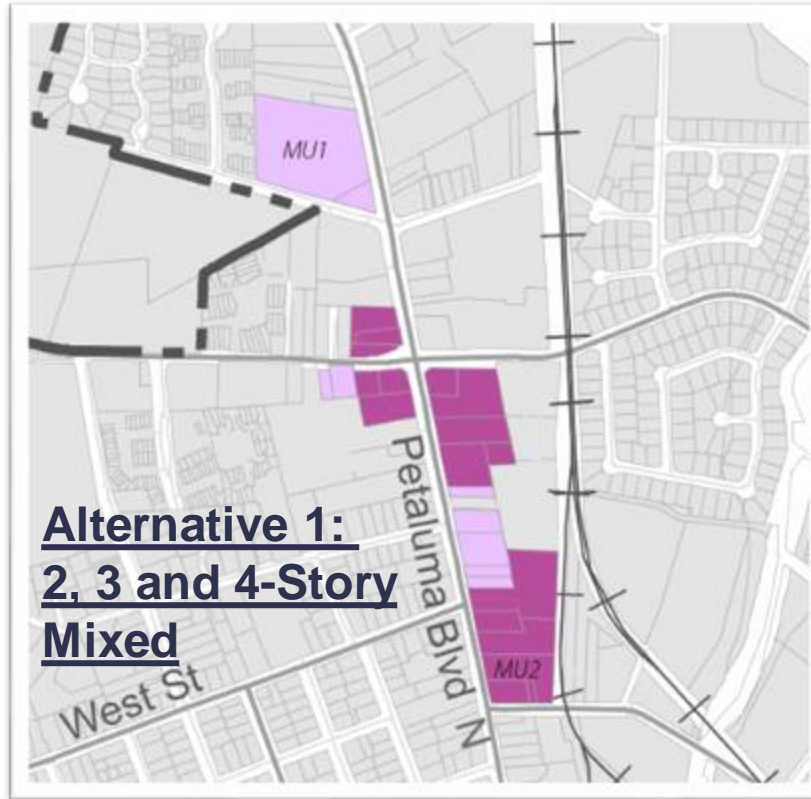
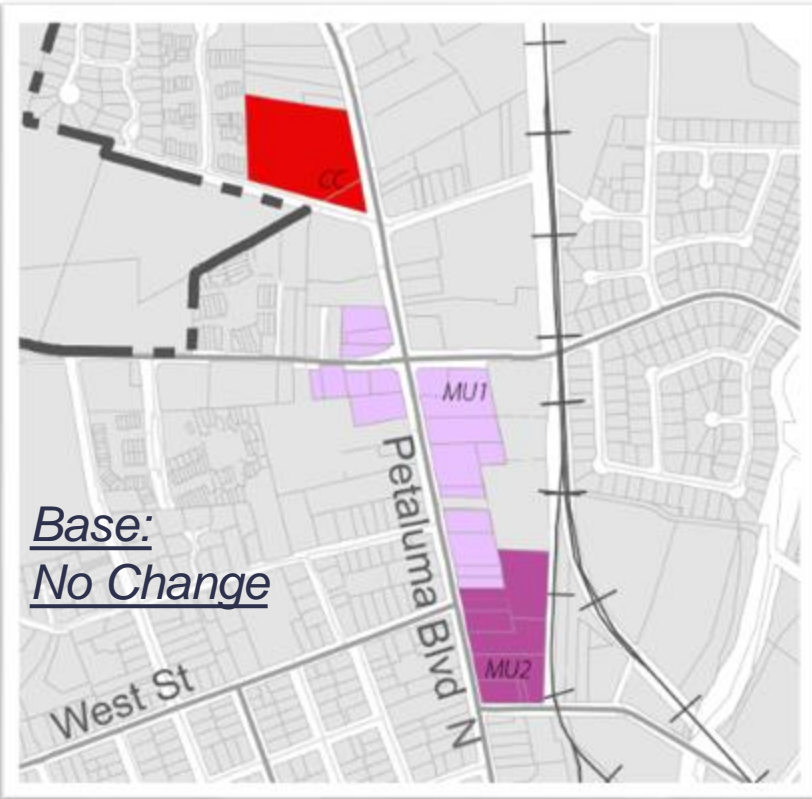


3. Allow 4-story mixed use at Marina Unlimited and from Magnolia to Paseo del Olmo (MU2) and Allow 6-story mixed use from West Street to Lakeville Street (T5/T6)



	Neighborhood Commercial		2 stories	0.8 FAR
	MU1 (A/B/C) (Corridor, Suburban, Neighborhood)		2 stories, 30' (3 in certain cases)	2.5 FAR 30 DU/Acre
	MU2 Historic Mixed Use		4 stories, 45'	30 DU/Acre

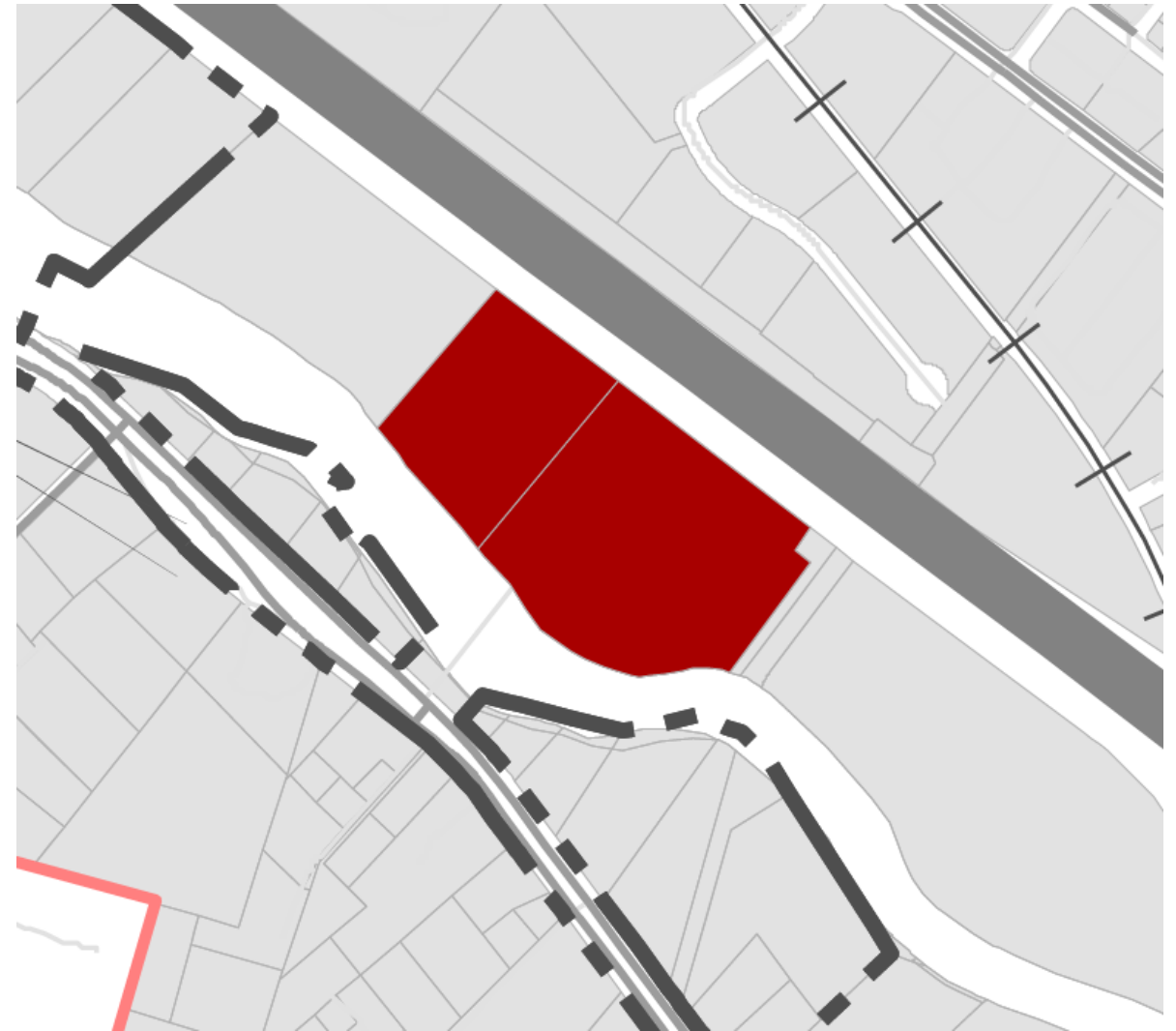
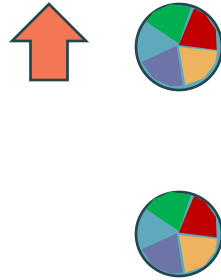
# Area 3: Petaluma Blvd North, upper segment



# Area 1.2: Outlets

## Land Use Alternative Concepts

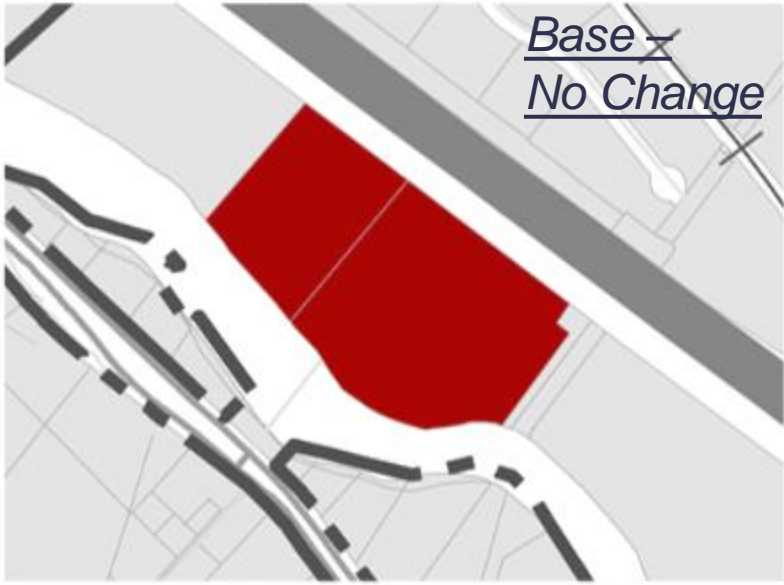
1. *No change (CC)*
2. Allow 4-story mixed use (MU2)
3. Change to Flex/Maker Employment *and foster civic/arts hub*



	Community Commercial		3 stories, 40'	1.2 FAR
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# Area 1.2: Outlets

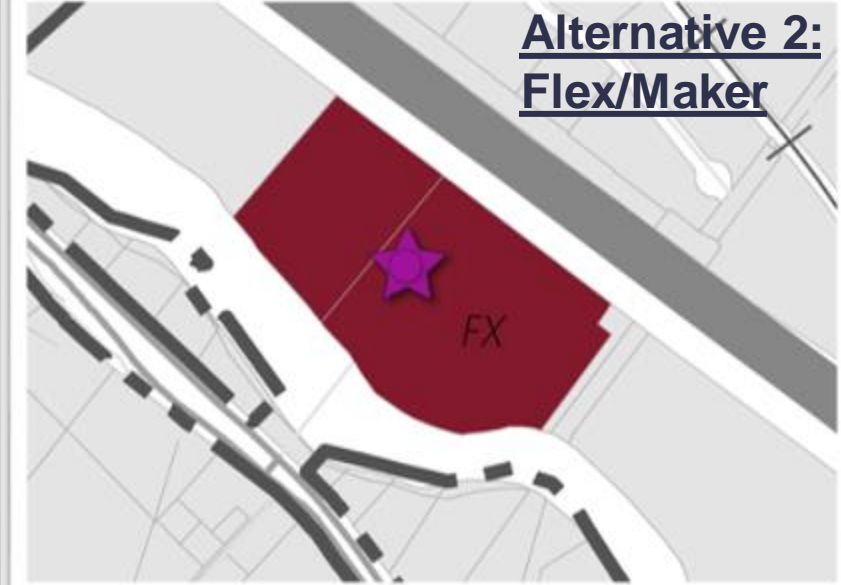
Base  
No Change



Alternative 1:  
4-Story Mixed Use



Alternative 2:  
Flex/Maker



# Area #6 Map Discussion

# Area 6.1: Corona UGB Expansion

## Policy Questions

- If the City expands the UGB here, how large should the expansion be? Should it happen immediately or slowly over time?
- The City is seeking to improve its jobs/housing balance and provide more employment-supporting areas. Does substantial non-residential land use belong here?



# Area 6.1: Corona UGB Expansion

## Land Use Alternative Concepts

- Don't expand
- Expand around a new neighborhood center with:
  1. 2 and 3-story residential (Diverse Low & Medium Density)
  2. A mix of 3-story townhouse, 4/5-story midrise apartment, and Flex/Maker\*
  3. A planned Middle Density residential neighborhood, that includes live/work



# Area #4 Map Discussion



# Area 4.1: East Washington Street

## Policy Question

- What should the City prioritize on this corridor?
  - A) Pedestrian crossing, multimodal, and other safety improvements
  - B) Street trees, public realm, and visual enhancements
  - C) Attracting active, flexible ground floor uses including maker spaces, live/work units, and temporary uses



MU1 (A/B/C)  
(Corridor,  
Suburban,  
Neighborhood)



2 stories, 30'  
(3 in certain cases)

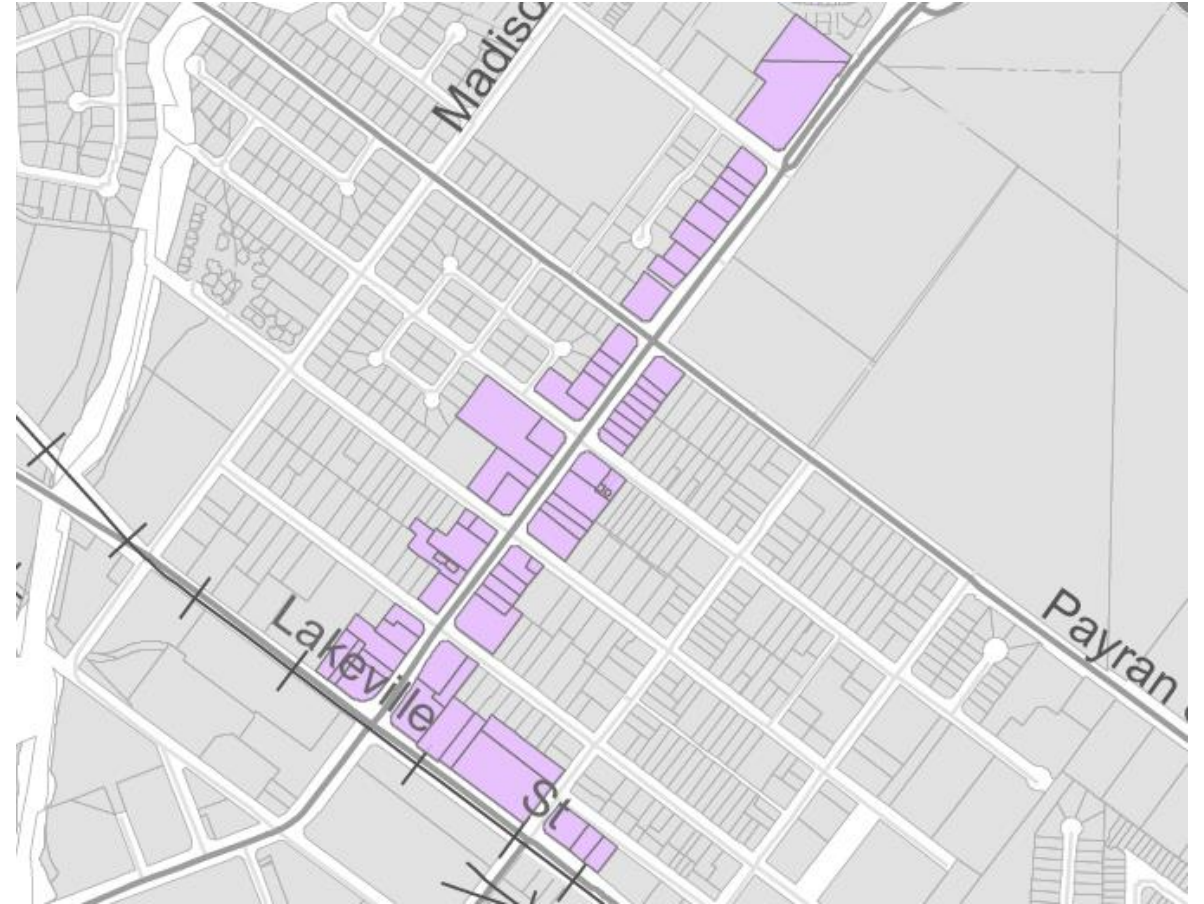
2.5 FAR  
30 DU/Acre

MU designation allows retail, residential, service commercial, and/or offices

# Area 4.1: East Washington Street

## Land Use Alternative Concepts

1. No change (MU1)
2. Allow up to four-story mixed use (MU2)
3. Allow up to six-story mixed use with Planning Commission approval (T5)



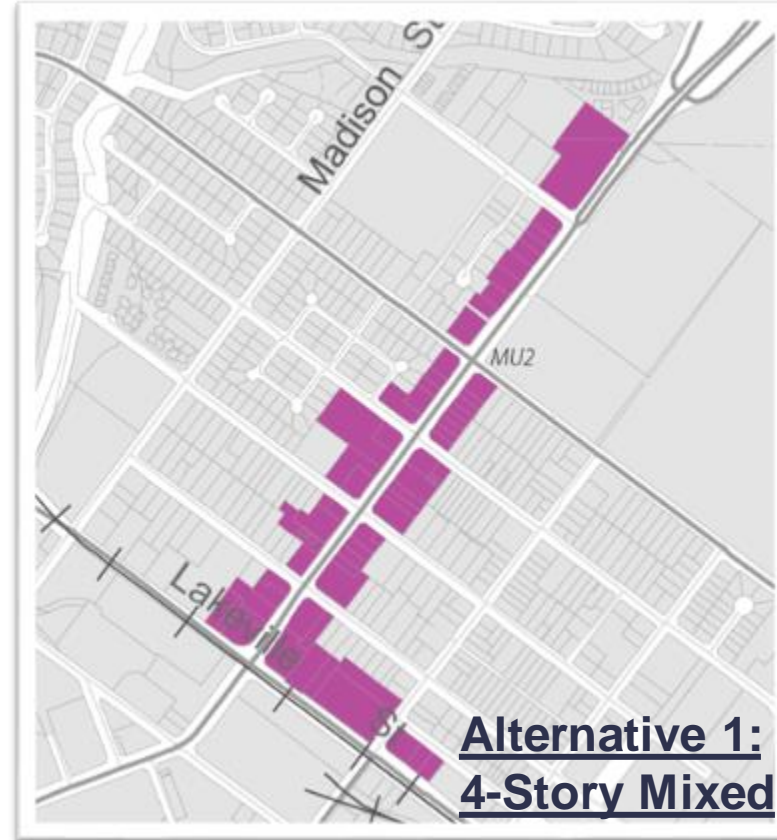
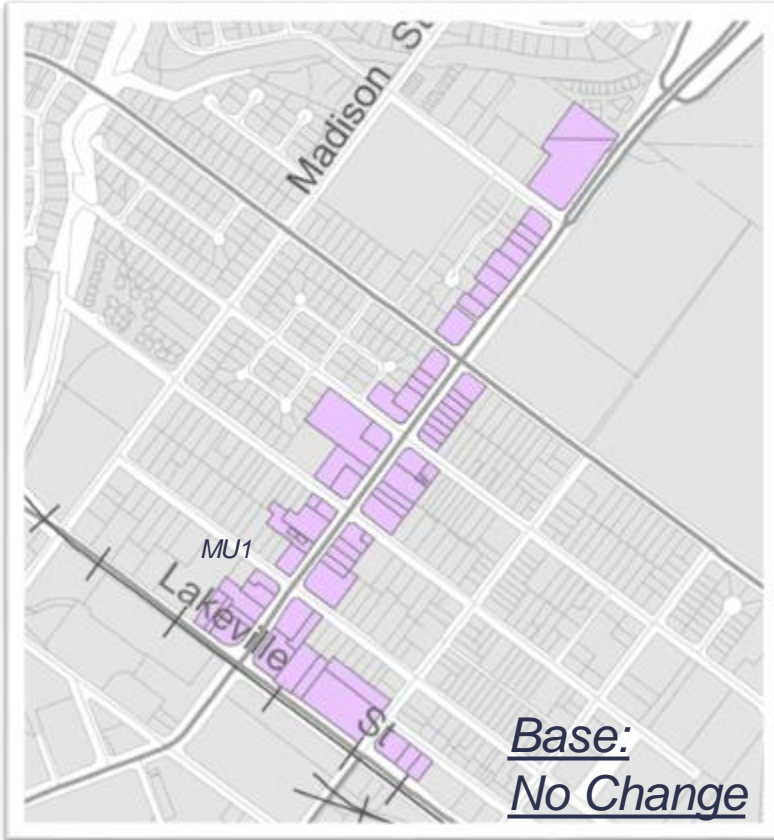
MU1 (A/B/C)  
(Corridor,  
Suburban,  
Neighborhood)



2 stories, 30'  
(3 in certain cases)

2.5 FAR  
30 DU/Acre

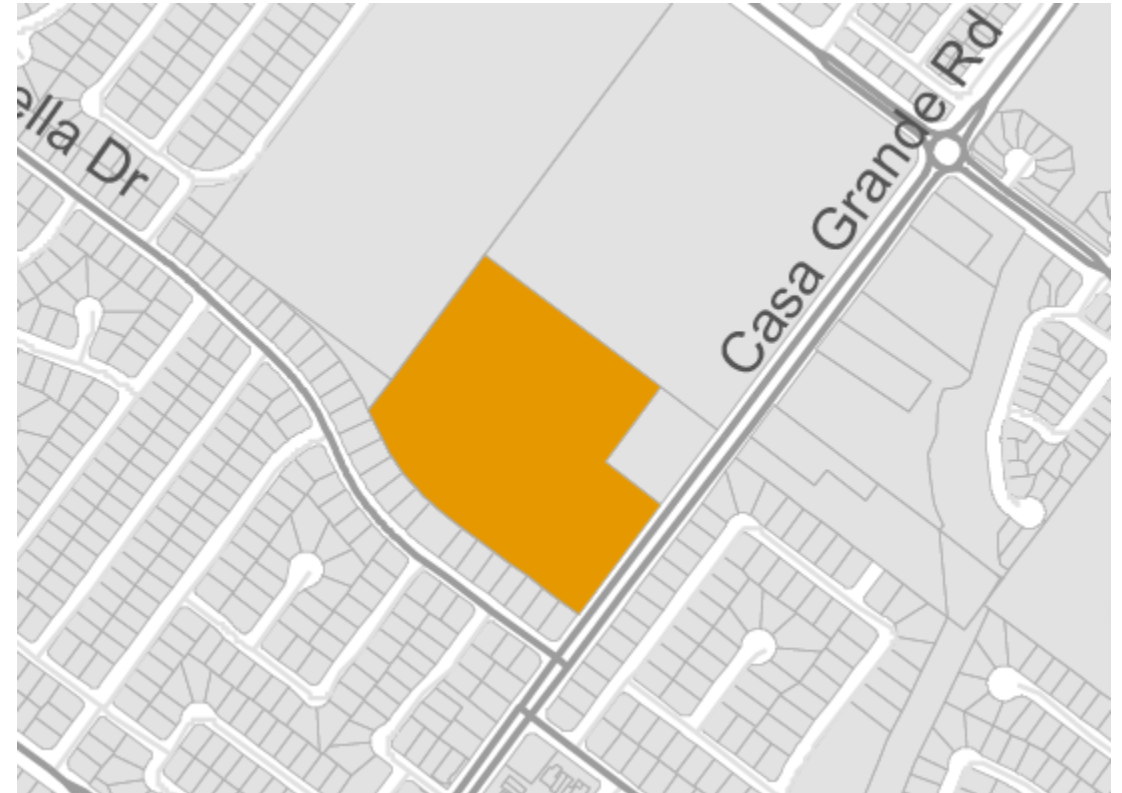
# Area 4.1: East Washington Street



# Area 4.2: Casa Grande

## Land Use Alternative Concepts

1. No change (Med Res)
2. Upzone entire parcel to High-Density Residential (30+ units per acre)
3. A mix of Medium Residential and 2/3-story mixed use (incentivize live/work)
4. Change street-adjacent area to four-story mixed use (MU2)



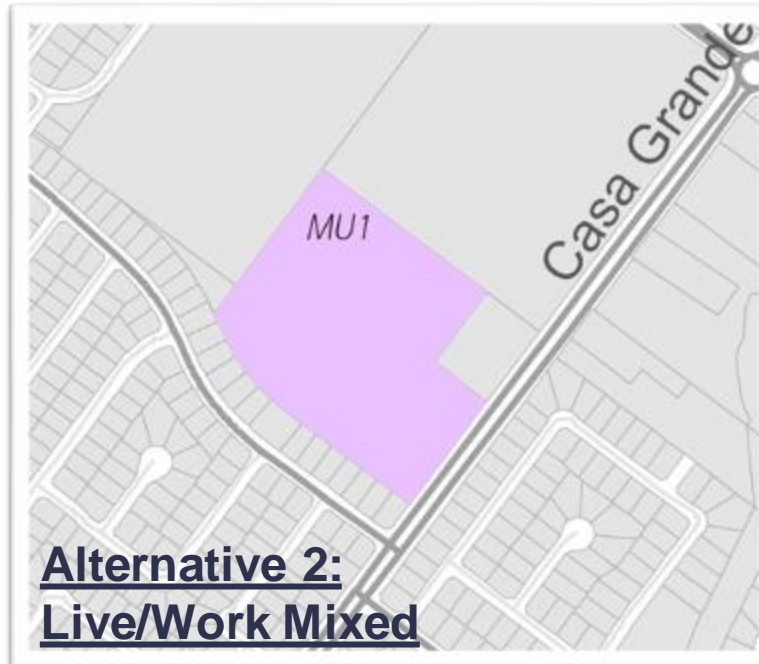
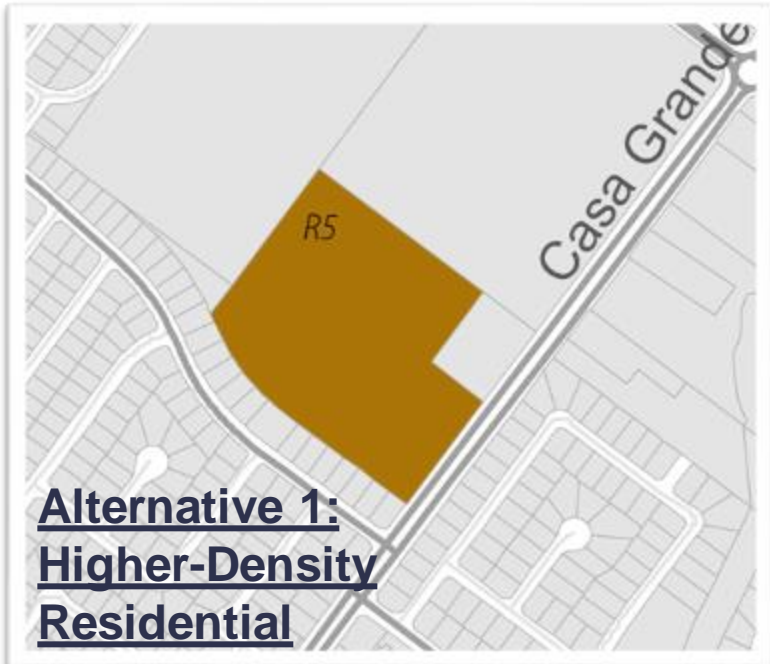
Medium Residential [R4]



3 stories, 35'

8.1 - 18.0 du/acre

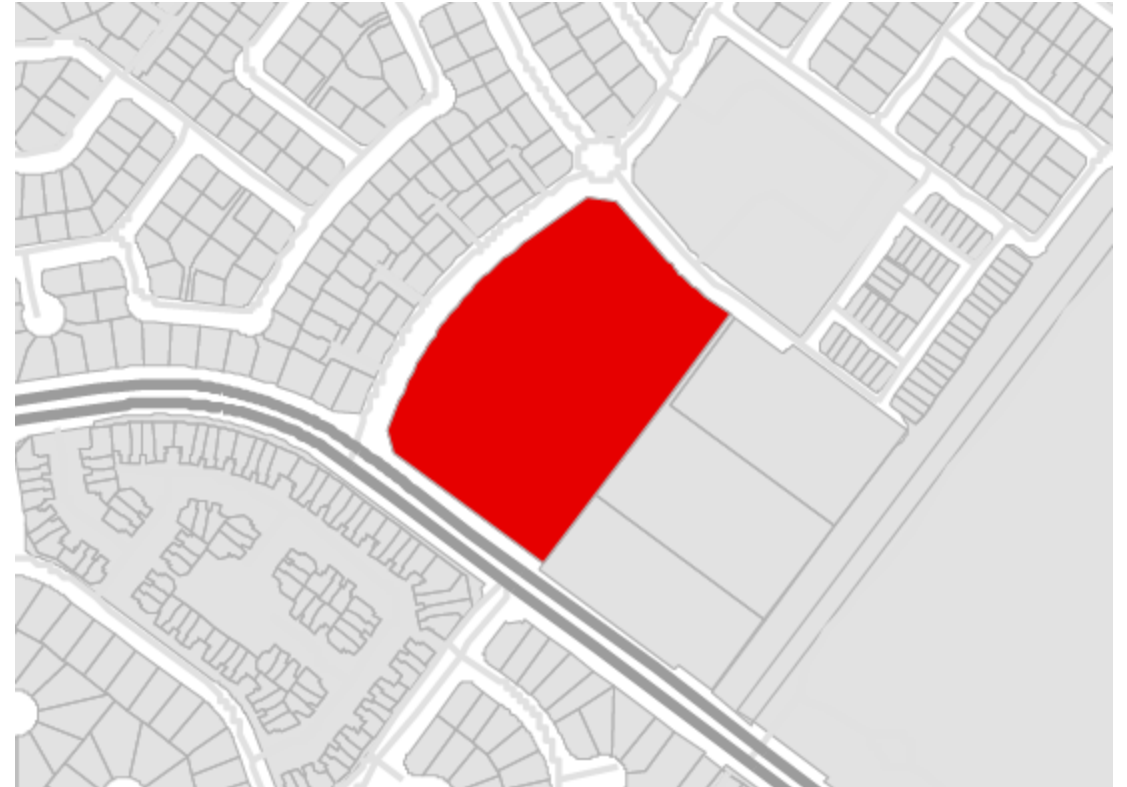
# Area 4.2: Casa Grande



# Area 4.3: Leghorn Marketplace

## Land Use Alternative Concepts

1. No change (NC)
2. Allow 2/3-story mixed use (MU1) and incentivize live/work
3. Allow 4-story mixed use (MU2)



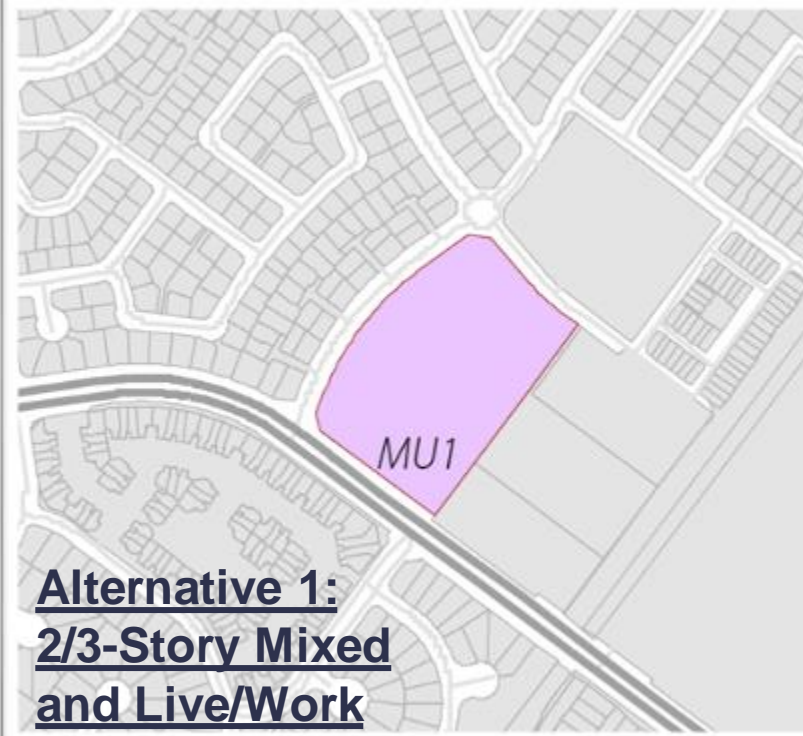
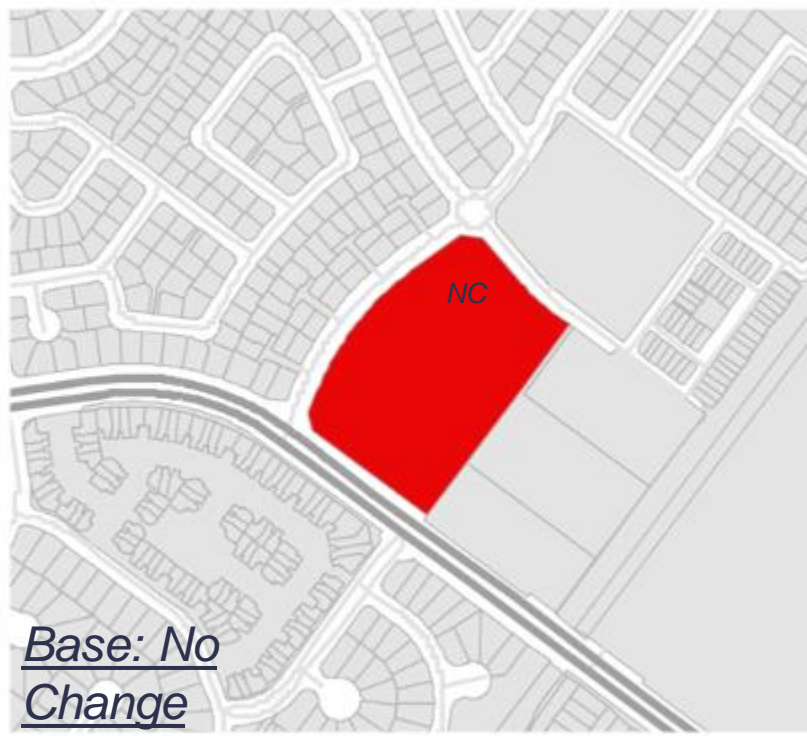
Neighborhood  
Commercial



2 stories

0.8 FAR

# Area 4.3: Leghorn Marketplace

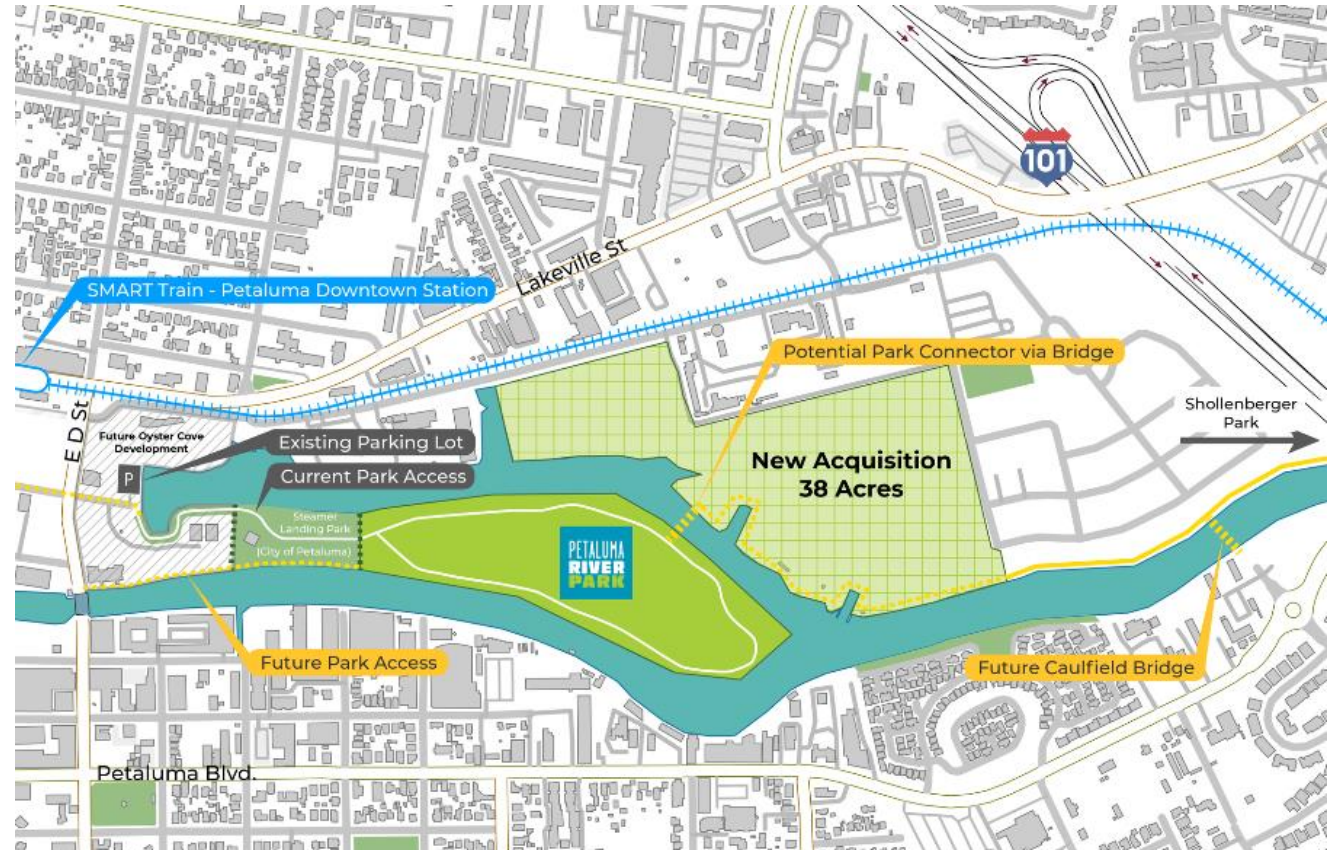


# Area #5 Map Discussion



# Area 5.1: Scannell – New Owner Concept

- Acquired by Petaluma River Park Foundation
- The "primary goal" is shared community space, river access, and an expanded park
  - New riverfront park
  - Restored tidal slough (restoration of the wetland and upland habitats)
  - Bridge to Steamer Landing
- Affordable housing (potentially), a community center, maker spaces, and other amenities



# Area 5.1: Scannell

## Land Use Alternative Concepts

Significant public parks, riverfront trail, restored wetlands, community center/spaces, *plus*





1. A mix of 2- and 3-story townhouse residential (Diverse Low & Medium Density Residential)
2. A four/five-story mixed use center (T5)
3. Medium-Density Residential, with Flex/Maker by Hopper\*

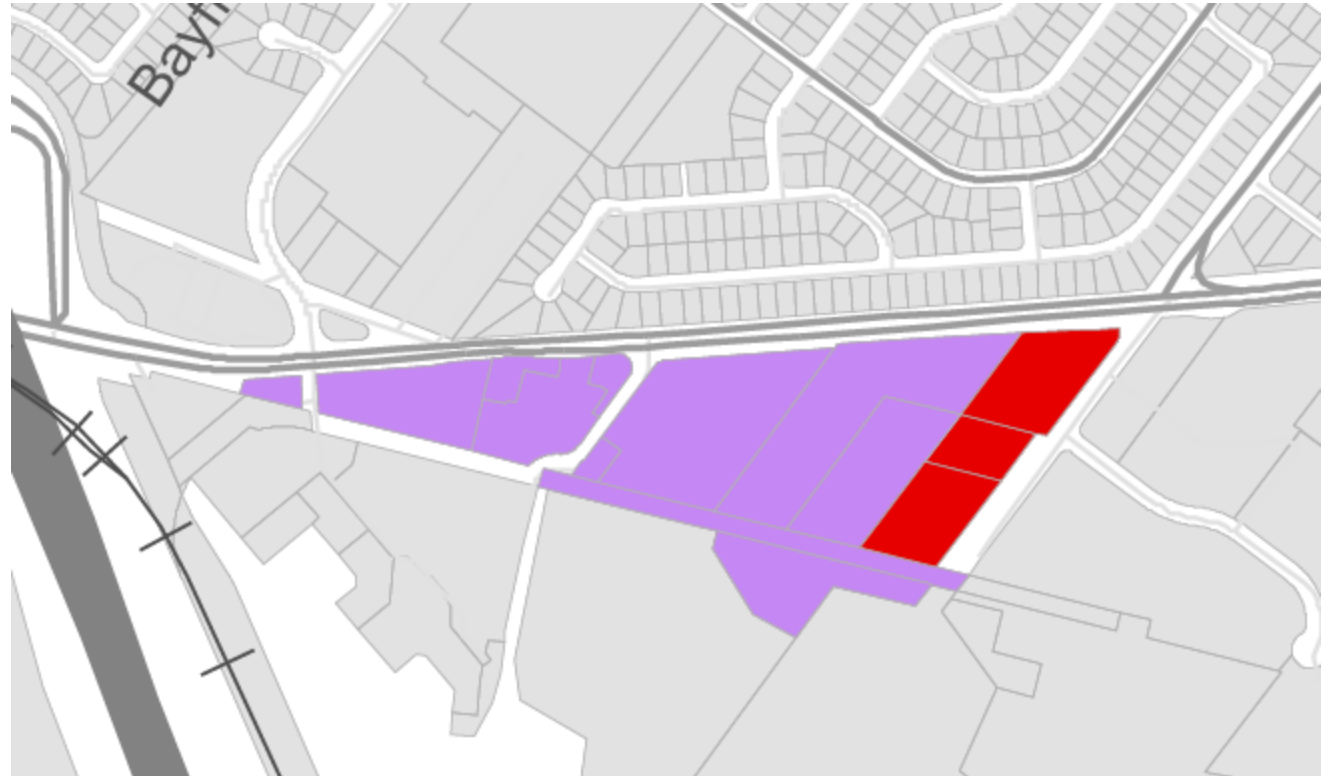


	RDI River-Dependent Industrial		6 stories	None (matches T6 zone)
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# Area 5.2: East Lakeville Industrial

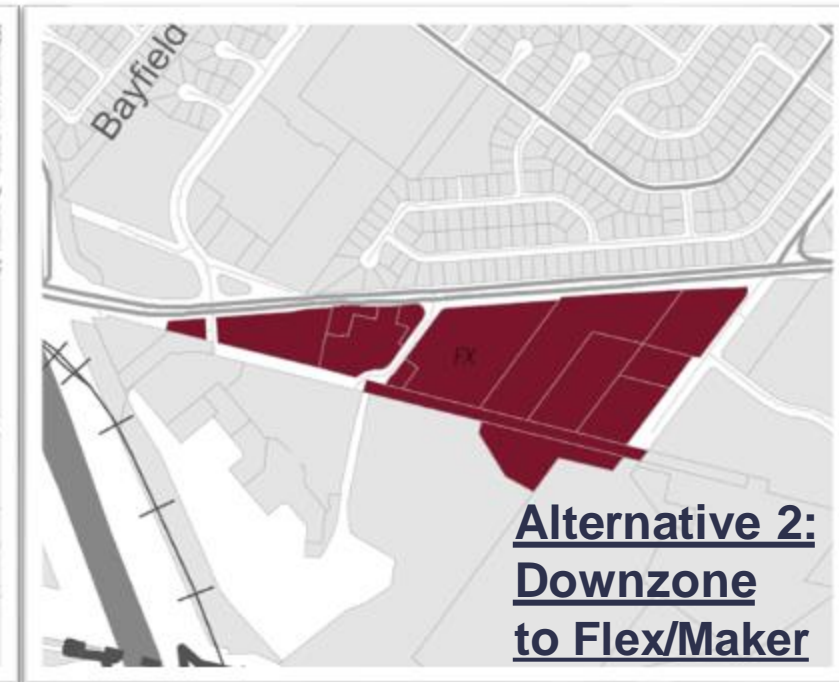
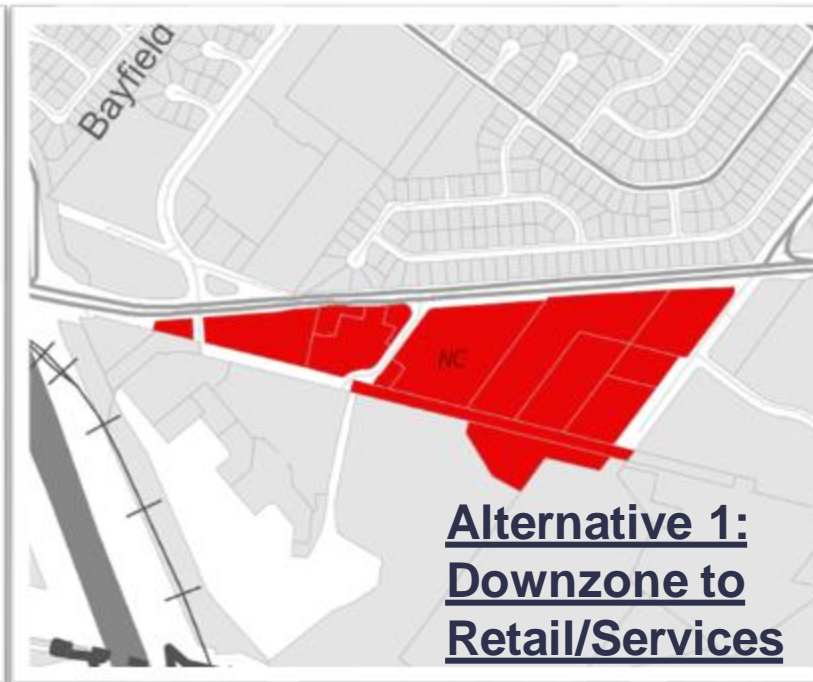
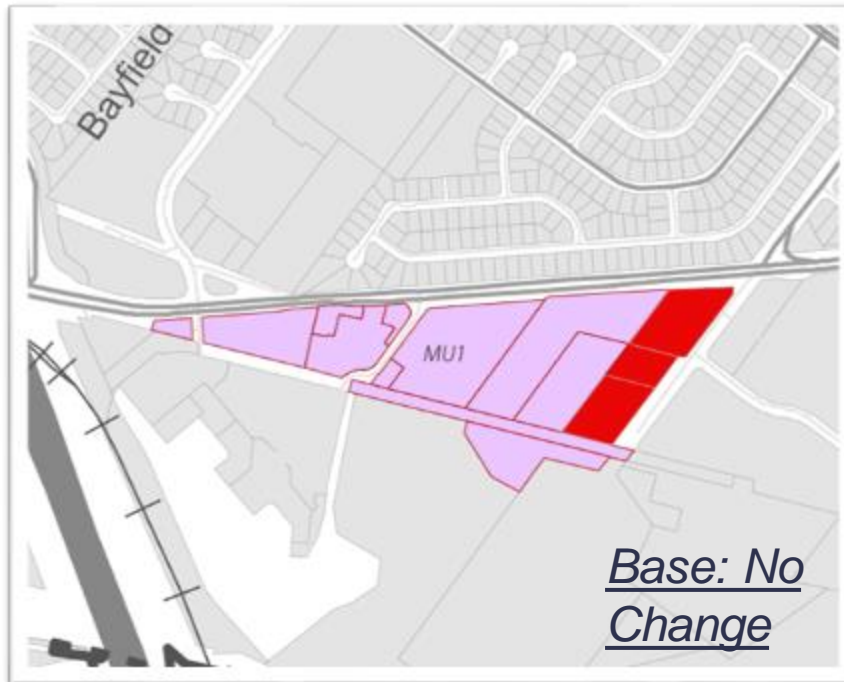
## Land Use Alternative Concepts

1. No change (MU1/NC)
2. Downzone to Flex/Maker Employment\*  
3. Downzone to Neighborhood Commercial  



	Neighborhood Commercial		2 stories	0.8 FAR
	MU1 (A/B/C) (Corridor, Suburban, Neighborhood)		2 stories, 30' (3 in certain cases)	2.5 FAR 30 DU/Acre

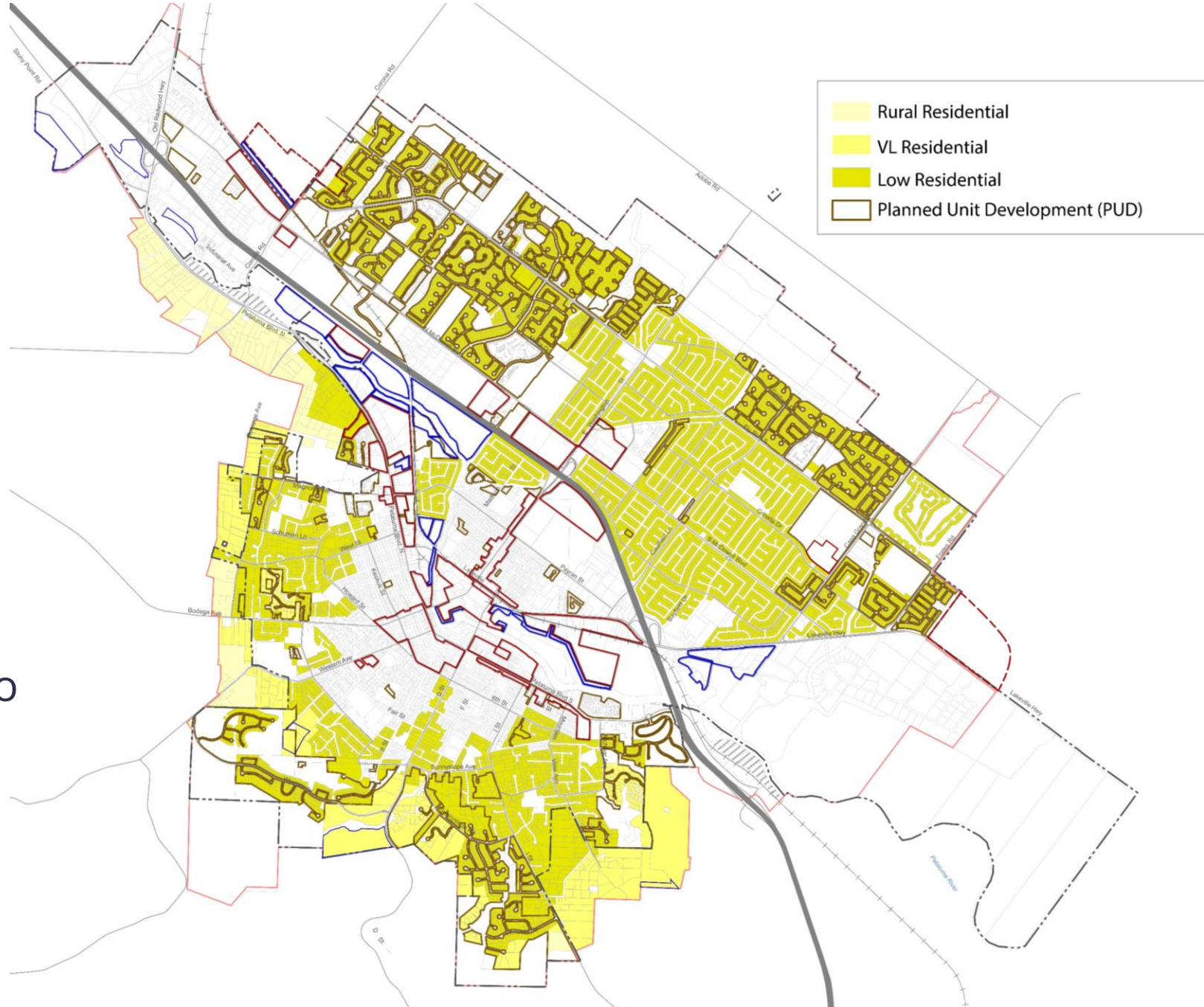
# Area 5.2: East Lakeville Industrial



# Single-Family Neighborhood Infill

# State Law (SB 9)

- Cities must allow by-right approval of duplexes and/or lot splits in single-family zones for projects that meet objective standards, **allowing 4 units on all 'single-family' lots**
- Applies in 'single-family zones'; interpretation is up to the local agency
  - Rural Residential (RR), Very Low Residential (VLR), Low Density Residential (LDR)



# What does Neighborhood Infill look like?

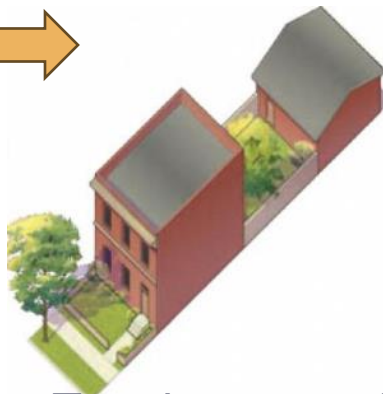
SB 9

## 2+ Units



Duplex (Stacked and Side-by-Side)

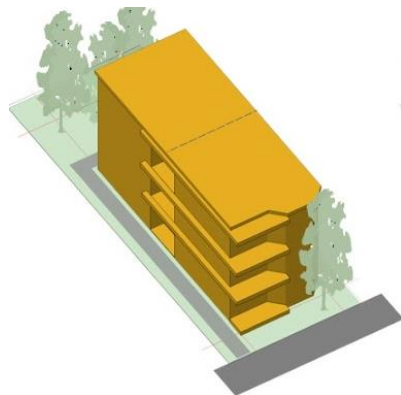
ADUs! →



Townhouse and Live/Work

**Small, Attached Houses**

## 3-4 Units



Triplex (Stacked)



Fourplex

**Large Townhouses**

## 6-8 Units



Courtyard Building



Sixplex & Eightplex (Multiplex)

**Mansions/Small Apartments**

## 8-12 Units



Cottage/Bungalow Court



Motorcourt

**Clusters of Mostly Detached Houses**

# Summary of Other Cities' Efforts on Infill/SB9

- Several California cities (Sacramento, Berkeley, Alameda) have adopted SB 9 into zoning with tweaks as permitted by state law that are appropriate to the context of each particular jurisdiction
  - Almost all cities have eliminated off-street parking requirements
  - Almost all cities have some form of floor area (FAR-based) control, and most have a sliding scale or bonus structure of some kind
  - Almost all cities maintain (or strengthen) the law's historic district and floodplain restrictions
  - Many cities allow 'bonus' ADUs and/or provide other strong support for ADUs



# Key Questions on Neighborhood Infill

- **How does the City implement SB 9?** Key policy choices include:
  - Unit size and lot floor area ratio
  - Off-street parking requirements
  - Design standards (i.e., height or lot access)
  - Historic district and floodplain restrictions
- **How far does the City go beyond SB 9?** Options include:
  - Allowing more than four units per lot on larger single-family parcels, including 'cottage clusters'
  - Prohibit new single-family detached in high-density designations
  - Permit triplex and fourplex by right in low-density residential areas
- What are **other ways the City can support neighborhood infill** & evolution?
  - Additional policies, actions, and programs to support ADUs
  - Relax current zoning requirements for Home Occupations
  - Incentivize live/work projects in certain 15-minute centers

# Final GPAC Thoughts

# General Public Comment